Chickasaw National Recreation Area
Visitor Study

Summer 2012

Natural Resource Report NPS/NRSS/EQD/NRR—2013/652
ON THE COVER
Lincoln Bridge
Photograph courtesy of Chickasaw National Recreation Area
Chickasaw National Recreation Area
Visitor Study

Summer 2012

Natural Resource Report NPS/NRSS/EQD/NRR—2013/652

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Fort Collins, Colorado
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Please cite this publication as:

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**Executive Summary**

This visitor study report profiles a systematic random sample of Chickasaw National Recreation Area (NRA) visitors during June 12-18, 2012. A total of 687 questionnaires were distributed to visitor groups including 680 in English and seven in Spanish. Of those, 279 English questionnaires were returned, resulting in a 40.6% response rate. No Spanish questionnaires were returned.

**Group size and type**
- Forty-four percent of visitor groups consisted of five or more people and 19% consisted of two people. Sixty percent of visitor groups consisted of family groups.

**State or country of residence**
- United States visitors were from 14 states and comprised almost 100% of total visitation during the survey period, with 89% from Oklahoma. Thirty-seven percent of visitor groups were residents of the area (within 50 miles of the park). International visitors were from two countries and comprised less than 1% of total visitation during the survey period.

**Frequency of visits**
- Thirty-six percent of visitors visited the park five or more times in the past 12 months and for 31% this was their first visit. Forty-five percent had visited 21 or more times in their lifetime.

**Gender, age, language used**
- Fifty-one percent of visitors were female. Twenty-seven percent of visitors were ages 15 years or younger, 26% were 21-40 years, 18% were 56-70 years, and 3% were 71 years or older. Most visitor groups preferred English for speaking (89%) and reading (91%).

**Awareness of park prior to visit**
- Most visitor groups (82%) were aware that Chickasaw NRA is a unit of the National Park System prior to their visit.

**Park as destination**
- During the on-site interview, 90% of visitor groups indicated that the park was their primary destination, and 6% indicated the park was one of several destinations.

**Primary reason for visiting the area**
- For 65% of visitor groups, Chickasaw NRA was the primary reason for visiting the area.

**Services used in nearby communities**
- Seventy-five percent of visitor groups obtained support services in the “gateway” communities of Sulphur, Davis, Ada, and Ardmore. The services most often used included buy gasoline (73%), eat a meal (69%), and shop (57%).

**Transportation**
- Fifty-eight percent of visitors used one vehicle to arrive at the park. Six percent of visitor groups drove a recreational vehicle and 35% were in a vehicle pulling a trailer or another vehicle.

**Number of entries**
- On this trip, 49% of visitor groups entered the park once, 19% percent entered two times.

**Overnight stays**
- Forty-nine percent of visitor groups stayed overnight inside Chickasaw NRA or in the nearby area (within 50 miles of the park). Of these, 32% stayed two nights inside the park and 25% stayed four or more nights in the area. Inside the park, 59% of visitor groups tent camped in a developed campground. In the area outside the park, 29% stayed in a lodge, hotel, motel, vacation rental or bed and breakfast.
Executive Summary (continued)

Length of stay  
Of the visitor groups that spent less than 24 hours in the park, the average length of stay was 4.3 hours. Of the visitor groups that spent 24 hours or more, the average length of stay was 3.5 days. The average length of stay for all visitor groups was 33.1 hours, or 1.4 days.

Sites visited  
The most commonly visited sites in the Platt District were Little Niagara (67%), Travertine Nature Center (59%), and swimming areas without lifeguards (55%). The most commonly visited sites in the Arbuckle District were Lake of the Arbuckles (58%), Buckhorn (49%), and boat launches (47%).

Activities on this visit  
The most common activities were swimming (66%), walking/hiking (49%), and picnicking (40%).

Activities on a future visit  
Sixty-six percent of visitor groups were interested in swimming on future visits and 58% were interested in camping. Most visitor groups (82%) were interested in learning about the park on future visits.

Information services and facilities  
The information services and facilities most commonly used by visitor groups were Nature Center exhibits (other than living) (54%), Nature Center living exhibits (52%), and park brochure/map (51%).

Visitor services and facilities  
The visitor services and facilities most commonly used by visitor groups were restrooms (72%), parking (69%), and directional signs in park (47%).

Protecting park attributes, resources, and experiences  
The highest combined proportions of “extremely important” and “very important” ratings for the importance of protecting park attributes and resources included clean water (98%), clean air/visibility (92%), and recreational opportunities (85%).

Expenditures  
The average visitor group expenditure (inside and outside the park within 50 miles) was $187. The median group expenditure (50% of groups spent more and 50% of groups spent less) was $68, and the average total expenditure per person (per capita) was $51.

Commercial services on a future visit  
Seventy-two percent of visitor groups were interested in commercial services on future visits. Of those, 46% would like to have a sit-down restaurant available and 46% would like a bait/tackle shop.

Overall quality  
Most visitor groups (92%) rated the overall quality of facilities, services, and recreational opportunities at Chickasaw NRA as “very good” or “good.” One percent of groups rated the overall quality as “poor.”

For more information about the Visitor Services Project, please contact the Park Studies Unit at the University of Idaho at (208) 885-2585 or the following website http://www.psu.uidaho.edu.
Acknowledgements

We thank Ally Begly for compiling the report, Philip Cook for overseeing the fieldwork, Ron Parker, the staff and volunteers of Chickasaw NRA for assisting with the survey, and David Vollmer and Matthew Strawn for data processing.

About the Authors

Ally Begly is a research assistant for the Visitor Services Project. Philip Cook is a research associate with the Park Studies Unit, Yen Le, Ph.D., is Director of the Visitor Services Project at the University of Idaho, and Steven Hollenhorst, Ph.D., was the Director of the Park Studies Unit, Department of Conservation Social Sciences, University of Idaho, at the time of the fieldwork.
Introduction

This report describes the results of a visitor study at Chickasaw NRA in Sulphur, OK, conducted June 12-18, 2012 by the National Park Service (NPS) Visitor Services Project (VSP), part of the Park Studies Unit (PSU) at the University of Idaho.

As described in the National Park Service website for Chickasaw NRA: “At Chickasaw National Recreation Area the power of place is evident to even the casual observer: cool creeks flowing over travertine terraces; the silhouette of a great blue heron perched on the shore of the Lake of the Arbuckles; families reuniting in historic campgrounds; local residents coming to fill jugs with mineral water; and the idyllic escape so many find through visits… Visitors to Chickasaw ‘get two parks in one’ – the Platt Historic District and the Lake of the Arbuckles, where they enjoy swimming, boating, hiking, and cycling…. Chickasaw National Recreation Area has a diversity of natural resources. These unique flora, fauna, waters, and geological formations have withstood the external pressures of human-made and natural pressures The combination of these resources has created an area unlike any other in the surrounding region.” (www.nps.gov/chic/index.htm, retrieved November 2012).

Organization of the Report

This report is organized into three sections.

Section 1: Methods
This section discusses the procedures, limitations, and special conditions that may affect the study results.

Section 2: Results
This section provides a summary for each question in the questionnaire and includes visitor comments to open-ended questions. The presentation of the results of this study does not follow the order of questions in the questionnaire.

Section 3: Appendices
Appendix 1. The Questionnaire. A copy of the questionnaire distributed to visitor groups.

Appendix 2. Additional Analysis. A list of sample questions for cross-references and cross comparisons. Comparisons can be analyzed within a park or between parks. Results of additional analyses are not included in this report.

Appendix 3. Decision Rules for Checking Non-response Bias. An explanation of how the non-response bias was determined.
Presentation of the Results

Results are represented in the form of graphs (see Example 1), scatter plots, pie charts, tables, and text.

Key

1. The figure title describes the graph's information.

2. Listed above the graph, the "N" shows the number of individuals or visitor groups responding to the question. If "N" is less than 30, "CAUTION!" is shown on the graph to indicate the results may be unreliable.

   * appears when the total percentages do not equal 100 due to rounding.

   ** appears when total percentages do not equal 100 because visitors could select more than one answer choice.

3. Vertical information describes the response categories.

4. Horizontal information shows the number or proportion of responses in each category.

5. In most graphs, percentages provide additional information.

Example 1

Figure 14. Number of visits to the park in past 12 months
Methods

Survey Design and Procedures

Sample size and sampling plan

All VSP questionnaires follow design principles outlined in Don A. Dillman’s book *Mail and Internet Surveys: The Tailored Design Method* (2007). Using this method, the sample size was calculated based on the park visitation statistics of previous years.

Brief interviews were conducted with a systematic, random sample of visitor groups that arrived at five sites during June 12-18, 2012. Visitors were surveyed between the hours of 8 a.m. and 8 p.m. Table 1 shows the five locations, number of questionnaires distributed at each location, and the response rate for each location. During this survey, 754 visitor groups were contacted and 687 of these groups (91%) accepted questionnaires. (The average acceptance rate for 250 VSP visitor studies conducted from 1988 through 2011 is 91.5%.) The distributed questionnaires included seven in Spanish, of which none were returned. Questionnaires were completed and returned by 279 respondents, resulting in a 40.6% response rate for this study. (The average response rate for the 250 VSP visitor studies is 72.3%.)

Table 1. Questionnaire distribution

<table>
<thead>
<tr>
<th>Sampling site</th>
<th>Distributed</th>
<th>Returned</th>
<th>Returned</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>N</td>
<td>%</td>
<td>N</td>
</tr>
<tr>
<td>Buckhorn Area</td>
<td>155</td>
<td>23</td>
<td>68</td>
</tr>
<tr>
<td>Guy Sandy Area</td>
<td>95</td>
<td>14</td>
<td>52</td>
</tr>
<tr>
<td>The Point Area</td>
<td>131</td>
<td>19</td>
<td>45</td>
</tr>
<tr>
<td>Travertine Nature Area</td>
<td>196</td>
<td>29</td>
<td>71</td>
</tr>
<tr>
<td>Veterans Lake Area</td>
<td>110</td>
<td>16</td>
<td>43</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>687</strong></td>
<td><strong>101</strong></td>
<td><strong>279</strong></td>
</tr>
</tbody>
</table>

*total percentages do not equal 100 due to rounding

Questionnaire design

The Chickasaw NRA questionnaire was developed through conference calls between the park and the VSP staff to design and prioritize questions. Some of the questions were comparable with VSP studies conducted at other parks while others were customized for Chickasaw NRA. Many questions ask respondents to choose answers from a list of responses, often with an open-ended option, while others are completely open-ended.

No pilot study was conducted to test the Chickasaw NRA questionnaire. However, all questions followed Office Management and Budget (OMB) guidelines and/or were used in previous surveys; thus, the clarity and consistency of the survey instrument have been tested and supported.
Survey procedure

Visitor groups were greeted, briefly introduced to the purpose of the study, and asked to participate. If visitors agreed, they were asked which member (at least 16 years old) had the next birthday. The individual with the next birthday was selected to complete the questionnaire for the group. An interview, lasting approximately two minutes, was conducted with that person to determine group size, group type, the age of the member completing the questionnaire, and how this visit to the park fit into their group’s travel plans. These individuals were asked their names, addresses, and telephone numbers or email addresses in order to mail them a reminder/thank-you postcard and follow-ups. Participants were asked to complete the survey after their visit, and return it using the Business Reply Mail envelope provided.

Two weeks following the survey, a reminder/thank-you postcard was mailed to all participants who provided a valid mailing address (see Table 2). Replacement questionnaires were mailed to participants who had not returned their questionnaires four weeks after the survey. Seven weeks after the survey, a second round of replacement questionnaires was mailed to participants who had not returned their questionnaires. Thirteen weeks after the survey, a third round of replacement questionnaires was mailed to participants who had not returned their questionnaires.

<table>
<thead>
<tr>
<th>Mailing</th>
<th>Date</th>
<th>U.S.</th>
<th>International</th>
<th>Total</th>
</tr>
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<tr>
<td>Postcards</td>
<td>July 3, 2012</td>
<td>598</td>
<td>2</td>
<td>600</td>
</tr>
<tr>
<td>1st replacement</td>
<td>July 18, 2012</td>
<td>440</td>
<td>2</td>
<td>442</td>
</tr>
<tr>
<td>2nd replacement</td>
<td>August 7, 2012</td>
<td>404</td>
<td>0</td>
<td>404</td>
</tr>
<tr>
<td>3rd replacement</td>
<td>September 17, 2012</td>
<td>345</td>
<td>0</td>
<td>345</td>
</tr>
</tbody>
</table>

Data analysis

Visitor responses were entered twice and double-key validation was performed on numeric and short text responses. The remaining checkbox (bubble) variables were read by optical mark recognition (OMR) software. Responses to open-ended questions were categorized and summarized prior to data analysis.

Numeric data were processed and descriptive statistics were calculated using Statistical Analysis Software® (SAS).
**Limitations**

As with all surveys, this study has limitations that should be considered when interpreting the results.

1. This was a self-administered survey. Respondents completed the questionnaire after their visit, which may have resulted in poor recall. Thus, it is not possible to know whether visitor responses reflected actual behavior.

2. The data reflect visitor use patterns at the selected sites during the study period of June 12-18, 2012. The results present a ‘snapshot in time’ and do not necessarily apply to visitors during other times of the year.

3. Caution is advised when interpreting any data with a sample size of less than 30, as the results may be unreliable. When the sample size is less than 30, the word “CAUTION!” is included in the graph, figure, table, or text.

4. Occasionally, there may be inconsistencies in the results. Inconsistencies arise from missing data or incorrect answers (due to misunderstood directions, carelessness, or poor recall of information). Therefore, refer to both the percentage and N (number of individuals or visitor groups) when interpreting the results.

**Special conditions**

The weather during the survey period varied from overcast and rainy to hot and sunny. There were several instances of wind and one late afternoon storm. No special events occurred in the area that would have affected the type and amount of visitation to the park.
Checking non-response bias

Five variables were used to check non-response bias: participant age, group size, group type, park as destination, and participant travel distance to the park. Respondents and non-respondents were significantly different in terms of average age and group type and were not different in terms of group size, the park being the primary destination, and distance from home to the park (see Tables 3 - 6). The results indicate some biases occurred due to nonresponse. Visitors at younger age ranges (especially 40 and younger), and visitors traveling with friends were under-represented in the survey results. See Appendix 3 for more details on the non-response bias checking procedures.

Table 3. Comparison of respondents and non-respondents by average age and group size

<table>
<thead>
<tr>
<th>Variable</th>
<th>Respondents</th>
<th>Non-respondents</th>
<th>p-value (t-test)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age (years)</td>
<td>50.17 (N=278)</td>
<td>40.37 (N=393)</td>
<td>&lt;0.001</td>
</tr>
<tr>
<td>Group size</td>
<td>4.94 (N=270)</td>
<td>5.76 (N=395)</td>
<td>0.108</td>
</tr>
</tbody>
</table>

Table 4. Comparison of respondents and non-respondents by group type

<table>
<thead>
<tr>
<th>Group type</th>
<th>Respondents</th>
<th>Non-respondents</th>
<th>p-value (chi-square)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alone</td>
<td>21 (8%)</td>
<td>20 (5%)</td>
<td>&lt;0.001</td>
</tr>
<tr>
<td>Family</td>
<td>162 (60%)</td>
<td>262 (68%)</td>
<td></td>
</tr>
<tr>
<td>Friends</td>
<td>20 (7%)</td>
<td>59 (15%)</td>
<td></td>
</tr>
<tr>
<td>Family and friends</td>
<td>66 (25%)</td>
<td>57 (14%)</td>
<td></td>
</tr>
</tbody>
</table>

Table 5. Comparison of respondents and non-respondents by primary destination

<table>
<thead>
<tr>
<th>Destination</th>
<th>Respondents</th>
<th>Non-respondents</th>
<th>p-value (chi-square)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Park as primary destination</td>
<td>234 (91%)</td>
<td>336 (89%)</td>
<td></td>
</tr>
<tr>
<td>Park as one of several destinations</td>
<td>16 (6%)</td>
<td>25 (7%)</td>
<td>0.426</td>
</tr>
<tr>
<td>Unplanned visit</td>
<td>6 (2%)</td>
<td>16 (4%)</td>
<td></td>
</tr>
</tbody>
</table>

Table 6. Comparison of respondents and non-respondents by distance from home to park

<table>
<thead>
<tr>
<th>Distance</th>
<th>Respondents</th>
<th>Non-respondents</th>
<th>p-value (chi-square)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Within 50 miles</td>
<td>122 (46%)</td>
<td>151 (43%)</td>
<td></td>
</tr>
<tr>
<td>51-100 miles</td>
<td>111 (42%)</td>
<td>148 (43%)</td>
<td></td>
</tr>
<tr>
<td>101-200 miles</td>
<td>18 (7%)</td>
<td>33 (10%)</td>
<td></td>
</tr>
<tr>
<td>201 miles or more</td>
<td>13 (5%)</td>
<td>10 (3%)</td>
<td></td>
</tr>
<tr>
<td>International visitors</td>
<td>0 (0%)</td>
<td>2 (1%)</td>
<td>0.317</td>
</tr>
</tbody>
</table>
Results

Group and Visitor Characteristics

Visitor group size

Question 20b
On this visit, how many people were in your personal group, including yourself?

Results
• 44% of visitor groups consisted of five or more people (see Figure 1).
• 19% were in groups of two.

![Figure 1. Visitor group size](image)

Visitor group type

Question 20a
On this visit, which type of personal group (not guided tour/school/other organized group) were you with?

Results
• 60% of visitor groups consisted of family members (see Figure 2).
• 25% were with family and friends.

![Figure 2. Visitor group type](image)

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
Visitors with organized groups

Question 19a
On this visit, was your personal group with a commercial guided tour group?

Results
• 1% of visitor groups were with a commercial guided tour group (see Figure 3).

Figure 3. Visitors with a commercial guided tour group

Question 19b
On this visit, was your personal group with a school/educational group?

Results
• 2% of visitor groups were with a school/educational group (see Figure 4).

Figure 4. Visitors with a school/educational group

Question 19c
On this visit, was your personal group with an “other” organized group?

Results
• 11% of visitor groups were with an “other” organized group (see Figure 5).
• “Other” organized groups were:
  Boy Scouts
  Chemical dependency treatment center
  Church
  Park guided tour
  Private
  Tribal program

Figure 5. Visitors with an “other” organized group

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
**Question 19d**

If you were with one of these organized groups, how many people, including yourself, were in this group?

**Results – Interpret with CAUTION!**

- Not enough visitor groups responded to this question to provide reliable results (see Figure 6).

**Figure 6.** Organized group size

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer*
### United States visitors by state of residence

**Question 21c**

For your personal group on this visit, what is your state of residence?

Note: Response was limited to seven members from each visitor group.

**Results**

- U.S. visitors were from 14 states and comprised almost 100% of total visitation to the park during the survey period.
- 89% of U.S. visitors came from Oklahoma (see Table 7 and Figure 7).
- 8% came from Texas.
- Smaller proportions came from 12 other states.

### Table 7. United States visitors by state of residence

<table>
<thead>
<tr>
<th>State</th>
<th>Number of visitors</th>
<th>Percent of U.S. visitors N=940 individuals*</th>
<th>Percent of total visitors N=943 individuals</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oklahoma</td>
<td>832</td>
<td>89</td>
<td>88</td>
</tr>
<tr>
<td>Texas</td>
<td>71</td>
<td>8</td>
<td>8</td>
</tr>
<tr>
<td>Kansas</td>
<td>6</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>North Carolina</td>
<td>6</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Indiana</td>
<td>5</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Iowa</td>
<td>4</td>
<td>&lt;1</td>
<td>&lt;1</td>
</tr>
<tr>
<td>California</td>
<td>3</td>
<td>&lt;1</td>
<td>&lt;1</td>
</tr>
<tr>
<td>Florida</td>
<td>3</td>
<td>&lt;1</td>
<td>&lt;1</td>
</tr>
<tr>
<td>Nebraska</td>
<td>3</td>
<td>&lt;1</td>
<td>&lt;1</td>
</tr>
<tr>
<td>Illinois</td>
<td>2</td>
<td>&lt;1</td>
<td>&lt;1</td>
</tr>
<tr>
<td>Missouri</td>
<td>2</td>
<td>&lt;1</td>
<td>&lt;1</td>
</tr>
<tr>
<td>Arkansas</td>
<td>1</td>
<td>&lt;1</td>
<td>&lt;1</td>
</tr>
<tr>
<td>Louisiana</td>
<td>1</td>
<td>&lt;1</td>
<td>&lt;1</td>
</tr>
<tr>
<td>Wisconsin</td>
<td>1</td>
<td>&lt;1</td>
<td>&lt;1</td>
</tr>
</tbody>
</table>

*total percentages do not equal 100 due to rounding

**Figure 7.** United States visitors by state of residence

**Note:**

- *total percentages do not equal 100 due to rounding
- **total percentages do not equal 100 because visitors could select more than one answer
Visitors from Oklahoma and adjacent states by county of residence

Note: Response was limited to seven members from each visitor group.

Results
• Visitors from Oklahoma and adjacent states were from 48 counties and comprised 96% of the total U.S. visitation to the park during the survey period.
• 21% came from Oklahoma County, OK (see Table 8).
• 15% came from Murray County, OK.
• Small proportions of visitors came from 46 other counties in Oklahoma and adjacent states.

Table 8. Visitors from Oklahoma and adjacent states by county of residence

<table>
<thead>
<tr>
<th>County, State</th>
<th>Number of visitors N=904 individuals</th>
<th>Percent*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oklahoma, OK</td>
<td>186</td>
<td>21</td>
</tr>
<tr>
<td>Murray, OK</td>
<td>137</td>
<td>15</td>
</tr>
<tr>
<td>Garvin, OK</td>
<td>94</td>
<td>10</td>
</tr>
<tr>
<td>Pontotoc, OK</td>
<td>91</td>
<td>10</td>
</tr>
<tr>
<td>Cleveland, OK</td>
<td>66</td>
<td>7</td>
</tr>
<tr>
<td>Pottawatomie, OK</td>
<td>50</td>
<td>6</td>
</tr>
<tr>
<td>McClain, OK</td>
<td>27</td>
<td>3</td>
</tr>
<tr>
<td>Carter, OK</td>
<td>24</td>
<td>3</td>
</tr>
<tr>
<td>Stephens, OK</td>
<td>24</td>
<td>3</td>
</tr>
<tr>
<td>Canadian, OK</td>
<td>22</td>
<td>2</td>
</tr>
<tr>
<td>Grady, OK</td>
<td>22</td>
<td>2</td>
</tr>
<tr>
<td>Denton, TX</td>
<td>17</td>
<td>2</td>
</tr>
<tr>
<td>Seminole, OK</td>
<td>14</td>
<td>2</td>
</tr>
<tr>
<td>35 other counties</td>
<td>130</td>
<td>14</td>
</tr>
</tbody>
</table>

Resident of the area

Question 2a
Were all members of your personal group residents of the Chickasaw NRA area (within 50 miles of the park)?

Results
• For 37% of visitor groups, all members were residents of the area (see Figure 8).

Figure 8. Residents of the area (within 50 miles of Chickasaw NRA)

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
Question 21c
For your personal group on this visit, what is your country of residence?

Note: Response was limited to seven members from each visitor group.

Results – Interpret with **CAUTION**!
- Not enough visitor groups responded to this question to provide reliable results (see Table 9).

Table 9. International visitors by country of residence – **CAUTION**

<table>
<thead>
<tr>
<th>Country</th>
<th>Number of visitors</th>
<th>Percent of international visitors N=3 individuals</th>
<th>Percent of total visitors N=943 individuals</th>
</tr>
</thead>
<tbody>
<tr>
<td>South Korea</td>
<td>2</td>
<td>67</td>
<td>&lt;1</td>
</tr>
<tr>
<td>Venezuela</td>
<td>1</td>
<td>33</td>
<td>&lt;1</td>
</tr>
</tbody>
</table>

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
**Number of visits to Chickasaw NRA in past 12 months**

**Question 21d**
For your personal group on this visit, how many times have you visited Chickasaw NRA in the past 12 months (including this visit)?

Note: Response was limited to seven members from each visitor group.

Results
- 36% of visitors visited the park five or more times in the past 12 months (see Figure 9).
- 31% visited once.
- 25% visited two or three times.

![Figure 9. Number of visits to park in past 12 months](image)

**Number of visits to Chickasaw NRA in lifetime**

**Question 21e**
For your personal group on this visit, how many times have you visited Chickasaw NRA in your lifetime (including this visit)?

Note: Response was limited to seven members from each visitor group.

Results
- 45% of visitors visited the park 21 or more times in their lifetime (see Figure 10).
- 28% visited 2-10 times.

![Figure 10. Number of visits to park in lifetime](image)

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
**Visitor age**

**Question 21e**

For your personal group on this visit, what is your current age?

Note: Response was limited to seven members from each visitor group.

**Results**

- Visitor ages ranged from 1 to 85 years.
- 27% of visitors were 15 years or younger (see Figure 11).
- 26% were 21 to 40 years old.
- 21% were 41-55 years old.
- 18% were 56 to 70 years old.

![Figure 11. Visitor age](image)

**Visitor gender**

**Question 21a**

For your personal group on this visit, what is your gender?

**Results**

- 51% of individuals were female (see Figure 12).

![Figure 12. Visitor gender](image)

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer
Language used for speaking and reading

Question 15a
When visiting an area such as Chickasaw NRA, which language(s) do most members of your personal group prefer to use for speaking?

Results
• 89% of visitor groups preferred English for speaking (see Figure 13).
• “Other” languages (8%) are listed in Table 10.

Question 15b
When visiting an area such as Chickasaw NRA, which language(s) do most members of your personal group prefer to use for reading?

Results
• 91% of visitor groups preferred English for reading (see Figure 14).
• “Other” languages (7%) are listed in Table 11.

Table 10. Other languages preferred for speaking (N=8 comments) – CAUTION!

<table>
<thead>
<tr>
<th>Language</th>
<th>Number of times mentioned</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spanish</td>
<td>4</td>
</tr>
<tr>
<td>Chickasaw</td>
<td>2</td>
</tr>
<tr>
<td>Italian</td>
<td>1</td>
</tr>
<tr>
<td>American Sign Language</td>
<td>1</td>
</tr>
</tbody>
</table>

Table 11. Other languages preferred for reading (N=5 comments) – CAUTION!

<table>
<thead>
<tr>
<th>Language</th>
<th>Number of times mentioned</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spanish</td>
<td>3</td>
</tr>
<tr>
<td>American Sign Language</td>
<td>1</td>
</tr>
<tr>
<td>Chickasaw</td>
<td>1</td>
</tr>
</tbody>
</table>

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
**Question 15c**
In your opinion, what services in the park need to be provided in languages other than in English?

**Results**
- 6% of visitor groups felt there were services that need to be provided in languages other than English (see Figure 15).
- Services that need to be provided in languages other than English are listed in Table 12.

**Table 12.** Services needed in languages other than English (N=8 comments) – **CAUTION!**

<table>
<thead>
<tr>
<th>Service</th>
<th>Number of times mentioned</th>
</tr>
</thead>
<tbody>
<tr>
<td>Signage</td>
<td>5</td>
</tr>
<tr>
<td>Emergency</td>
<td>1</td>
</tr>
<tr>
<td>Historical information</td>
<td>1</td>
</tr>
<tr>
<td>Rangers in boats</td>
<td>1</td>
</tr>
</tbody>
</table>

**Figure 15.** Visitor groups that felt services needed to be provided in languages other than English

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
**Respondent household income**

**Question 22a**
For you only, which category best represents your annual household income?

**Results**
- 25% of respondents reported a household income of $50,000-$74,999 (see Figure 16).
- 13% had an income of $35,000-$49,999.
- 13% had an income of $25,000-$34,999.
- The average income was

*Note:
The average income for all U.S. households (2007-2011) was $52,762.

The average income for all households in Oklahoma (2007-2011) was $44,287

(Retrieved from http://quickfacts.census.gov/qfd/states/4000)

![Figure 16. Respondent level of income](chart)

**Respondent household size**

**Question 22b**
How many people are in your household?

**Results**
- 46% of respondents had two people in their household (see Figure 17).
- 34% had three or four people.

![Figure 17. Number of people in respondent household](chart)

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
**Awareness of park management**

**Question 1**
Prior to this visit, was anyone in your personal group aware that Chickasaw NRA is a unit of the National Park System?

**Results**
- 82% of visitor groups were aware that Chickasaw NRA is a unit of the National Park System (see Figure 18).

---

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer
Trip/Visit Characteristics and Preferences

**Park as destination**

**Question from on-site interview**
A two-minute interview was conducted with each individual selected to complete the questionnaire. During the interview, the question was asked: “How did this visit to Chickasaw NRA fit into your personal group’s travel plans?”

**Results**
- 90% of visitor groups said that Chickasaw NRA was their primary destination (see Figure 19).
- 6% said Chickasaw NRA was one of several destinations.

![Figure 19. How visit to park fit into visitor groups’ travel plans](image)

**Primary destination**

**Question 9**
What was your personal group’s primary destination on this trip?

**Results**
- 78% of visitor groups indicated that Chickasaw NRA was their primary destination (see Figure 20).
- 22% indicated they had other primary destinations (see Table 13).

![Figure 20. Chickasaw NRA as primary destination](image)

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
Table 13. Other primary destinations (N=55 comments)

<table>
<thead>
<tr>
<th>Destination</th>
<th>Number of times mentioned</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sulphur, OK</td>
<td>19</td>
</tr>
<tr>
<td>Davis, OK</td>
<td>8</td>
</tr>
<tr>
<td>Cedar Blue RV Park, Sulphur, OK</td>
<td>6</td>
</tr>
<tr>
<td>The Point Campground, Sulphur, OK</td>
<td>3</td>
</tr>
<tr>
<td>Ada, OK</td>
<td>2</td>
</tr>
<tr>
<td>Cold Springs Campground, Sulphur, OK</td>
<td>2</td>
</tr>
<tr>
<td>Ardmore, OK</td>
<td>1</td>
</tr>
<tr>
<td>Durant, OK</td>
<td>1</td>
</tr>
<tr>
<td>Ennis, TX</td>
<td>1</td>
</tr>
<tr>
<td>Falls Creek Baptist Assembly, Davis, OK</td>
<td>1</td>
</tr>
<tr>
<td>Flower Park, Sulphur, OK</td>
<td>1</td>
</tr>
<tr>
<td>Guthrie, OK</td>
<td>1</td>
</tr>
<tr>
<td>Lake Murray, Ardmore, OK</td>
<td>1</td>
</tr>
<tr>
<td>Lost Lake Lodge, Sulphur, OK</td>
<td>1</td>
</tr>
<tr>
<td>Noble, OK</td>
<td>1</td>
</tr>
<tr>
<td>Oklahoma City, OK</td>
<td>1</td>
</tr>
<tr>
<td>Pauls Valley, OK</td>
<td>1</td>
</tr>
<tr>
<td>Purcell, OK</td>
<td>1</td>
</tr>
<tr>
<td>River Bend Cabins, Davis, OK</td>
<td>1</td>
</tr>
<tr>
<td>Six Flags in Texas</td>
<td>1</td>
</tr>
<tr>
<td>Turner Falls Park, Davis, OK</td>
<td>1</td>
</tr>
</tbody>
</table>

Chickasaw NRA as primary reason for visiting the area

Question 2b

Was visiting Chickasaw NRA the primary reason that nonresident members in your personal group came to the area (within 50 miles of the park)?

Results

- For 65% of visitor groups, visiting Chickasaw NRA was the primary reason non-resident group members visited the area (see Figure 21).

Figure 21. Chickasaw NRA as primary reason for visiting the area (within 50 miles of the park)

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer
Question 3a
For you only, if you had been unable to visit Chickasaw NRA on this trip, would you have visited at another time?

Results
• 95% of respondents would have visited at another time if they had been unable to visit Chickasaw NRA on this trip (see Figure 22).

Figure 22. Respondents who would have visited at another time

Question 3b
If NO, what would you have done with the time you spent on this trip?

Results – Interpret results with CAUTION!
• Not enough visitor groups responded to this question to provide reliable results (see Figure 23).

Figure 23. Respondent choice of how to spend time

Question 3b
What is the distance from home to alternate site?

Results – Interpret results with CAUTION!
• Not enough visitor groups responded to this question to provide reliable results (see Figure 24).

Figure 24. Distance of alternate site from home

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
Services used in “gateway” communities

Question 7a

Which services, specifically related to this park visit, did your personal group use in the “gateway” communities of Sulphur, Davis, Ada, and Ardmore?

Results

• 75% of visitor groups used services in “gateway” communities on this visit (see Figure 25).

• As shown in Figure 26, the services most commonly used were:

  73% Buy gasoline
  69% Eat a meal
  57% Shop

• “Other” services (7%) were:

  Access to a locked vehicle
  Boat permit
  Boat service
  Chickasaw Cultural Center
  Hospital
  Ice
  Ice House
  Swimming
  Wi-fi at Sulphur Public Library

Figure 25. Visitor groups that used services

Figure 26. Services used in gateway communities

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer
**Question 7b**  
Do you have any comments about the above services?

**Results**  
- 36 visitor groups had comments about services (see Table 14).

**Table 14. Comments about services in gateway communities**  
(N=50 comments; some visitor groups made more than one comment)

<table>
<thead>
<tr>
<th>Service</th>
<th>Comment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Buy gasoline</td>
<td>Adequate</td>
</tr>
<tr>
<td></td>
<td>Need an on-water gas station</td>
</tr>
<tr>
<td></td>
<td>Ease of pulling through</td>
</tr>
<tr>
<td></td>
<td>In Sulphur</td>
</tr>
<tr>
<td></td>
<td>Need location closer to the lake</td>
</tr>
<tr>
<td>Eat a meal</td>
<td>Adequate</td>
</tr>
<tr>
<td></td>
<td>Braums in Sulphur – great ice cream</td>
</tr>
<tr>
<td></td>
<td>Friendly people</td>
</tr>
<tr>
<td></td>
<td>Good</td>
</tr>
<tr>
<td></td>
<td>Good food close to parks</td>
</tr>
<tr>
<td></td>
<td>Great</td>
</tr>
<tr>
<td></td>
<td>Many options</td>
</tr>
<tr>
<td></td>
<td>Mazzios, good hot food and very friendly</td>
</tr>
<tr>
<td>Obtain information about Chickasaw NRA</td>
<td>No one could tell us to where make campsite reservations</td>
</tr>
<tr>
<td></td>
<td>Park rangers</td>
</tr>
<tr>
<td>Obtain other travel/tourism information</td>
<td>Ranger station very helpful getting our boating pass</td>
</tr>
<tr>
<td></td>
<td>Rangers were very nice/helpful</td>
</tr>
<tr>
<td>Shop</td>
<td>At nature center in Chickasaw National Recreation Area</td>
</tr>
<tr>
<td></td>
<td>Clerk rude/attitude</td>
</tr>
<tr>
<td></td>
<td>Convenient</td>
</tr>
<tr>
<td></td>
<td>Day trade</td>
</tr>
<tr>
<td></td>
<td>Dollar General needs ice and batteries</td>
</tr>
<tr>
<td></td>
<td>Found what I wanted</td>
</tr>
<tr>
<td></td>
<td>Love the ice house</td>
</tr>
<tr>
<td></td>
<td>Need ice sales location closer to the lake</td>
</tr>
<tr>
<td></td>
<td>Something to refresh</td>
</tr>
<tr>
<td></td>
<td>Sooner Foods convenient and clean</td>
</tr>
<tr>
<td></td>
<td>Stores in Sulphur convenient for food and camp supplies</td>
</tr>
<tr>
<td></td>
<td>Truck/self service ice</td>
</tr>
<tr>
<td></td>
<td>Wal-Mart, bought what I needed</td>
</tr>
<tr>
<td>Stay overnight in a hotel, motel, etc.</td>
<td>Comfortable, affordable</td>
</tr>
</tbody>
</table>

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer
Table 14. Comments about services in gateway communities (continued)

<table>
<thead>
<tr>
<th>Service</th>
<th>Comment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Other</td>
<td>Do not like porta-potties</td>
</tr>
<tr>
<td></td>
<td>Everyone is so courteous and helpful</td>
</tr>
<tr>
<td></td>
<td>Grass was not cut</td>
</tr>
<tr>
<td></td>
<td>Lake needs a marina</td>
</tr>
<tr>
<td></td>
<td>Need laundromat closer to lake</td>
</tr>
<tr>
<td></td>
<td>Ranger was truly appreciated for locksmith services</td>
</tr>
<tr>
<td></td>
<td>The bathroom was filthy</td>
</tr>
<tr>
<td></td>
<td>Several places to visit/enjoy</td>
</tr>
</tbody>
</table>

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
**Question 7c**  
What services, if any, did your personal group need that were not available in these communities?

**Results**  
- 39 visitor groups listed services they needed but were not available (see Table 15).

**Table 15. Services needed that were not available**  
(N=46 comments; some visitor groups made more than one comment)

<table>
<thead>
<tr>
<th>Needed service</th>
<th>Number of times mentioned</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marina at lake</td>
<td>3</td>
</tr>
<tr>
<td>Showers</td>
<td>3</td>
</tr>
<tr>
<td>Electrical hookups for RVs</td>
<td>2</td>
</tr>
<tr>
<td>Gas near lake or on water</td>
<td>2</td>
</tr>
<tr>
<td>Improved bathrooms</td>
<td>2</td>
</tr>
<tr>
<td>More picnic tables</td>
<td>2</td>
</tr>
<tr>
<td>Place to buy food, water, drinks, etc.</td>
<td>2</td>
</tr>
<tr>
<td>Arts</td>
<td>1</td>
</tr>
<tr>
<td>Available campground host</td>
<td>1</td>
</tr>
<tr>
<td>Boating services</td>
<td>1</td>
</tr>
<tr>
<td>Buoys you can tie your boat to like Lake Murray</td>
<td>1</td>
</tr>
<tr>
<td>Chickasaw Cultural Center closed on Mondays!</td>
<td>1</td>
</tr>
<tr>
<td>Dry ice</td>
<td>1</td>
</tr>
<tr>
<td>Fish cleaning station</td>
<td>1</td>
</tr>
<tr>
<td>Free wi-fi</td>
<td>1</td>
</tr>
<tr>
<td>Guy Sandy boat ramp</td>
<td>1</td>
</tr>
<tr>
<td>Handicap access for fishing at lake</td>
<td>1</td>
</tr>
<tr>
<td>Handicap access to cold water</td>
<td>1</td>
</tr>
<tr>
<td>Information center</td>
<td>1</td>
</tr>
<tr>
<td>More hands-on nature experiences</td>
<td>1</td>
</tr>
<tr>
<td>More hotels</td>
<td>1</td>
</tr>
<tr>
<td>More places to eat in Davis and Sulphur</td>
<td>1</td>
</tr>
<tr>
<td>More places to shop in Davis and Sulphur</td>
<td>1</td>
</tr>
<tr>
<td>Oklahoma maps</td>
<td>1</td>
</tr>
<tr>
<td>Play area for kids</td>
<td>1</td>
</tr>
<tr>
<td>Restrooms closer to boat dock on Lake Arbuckle</td>
<td>1</td>
</tr>
<tr>
<td>Self-serve ice</td>
<td>1</td>
</tr>
<tr>
<td>Shopping</td>
<td>1</td>
</tr>
<tr>
<td>Signage</td>
<td>1</td>
</tr>
<tr>
<td>Smokin Joes</td>
<td>1</td>
</tr>
<tr>
<td>Store on or near water</td>
<td>1</td>
</tr>
<tr>
<td>Taco Bell</td>
<td>1</td>
</tr>
<tr>
<td>Tennis facility</td>
<td>1</td>
</tr>
<tr>
<td>Tornado alert system at Buckhorn campground</td>
<td>1</td>
</tr>
<tr>
<td>Water fountain</td>
<td>1</td>
</tr>
<tr>
<td>Wi-fi</td>
<td>1</td>
</tr>
<tr>
<td>Workout area/gym</td>
<td>1</td>
</tr>
</tbody>
</table>

*total percentages do not equal 100 due to rounding  
**total percentages do not equal 100 because visitors could select more than one answer
**Number of vehicles**

Question 20c
On this visit, how many vehicles did your personal group use to arrive at the park?

Results
- 58% of visitor groups used one vehicle to arrive at the park (see Figure 27).
- 24% used two vehicles.

![Figure 27. Number of vehicles used to arrive at the park](image)

**Method of transportation**

Question 2c
For nonresident members in your personal group, what was the method of transportation used to travel most of the distance from home to the Chickasaw NRA area (within 50 miles of the park)?

Results
- 54% of nonresidents used a car to travel most of the distance from home to the Chickasaw NRA area (see Figure 28).
- 41% used a SUV/truck/van.
- “Other” method of transportation (1%) was:
  - Travel trailer

![Figure 28. Method of transportation](image)

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
Use of recreational vehicles

Question 10a
On this visit, did your personal group drive a recreational vehicle to Chickasaw NRA?

Results
- 6% of visitor groups drove a recreational vehicle to Chickasaw NRA (see Figure 29).

Figure 29. Visitor groups that drove a recreational vehicle

Question 10b
If YES, how long was it?

Results – Interpret results with CAUTION!
- Not enough visitor groups responded to this question to provide reliable results (see Figure 30).

Figure 30. Recreational vehicle length

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
**Question 10c**
On this visit, was anyone in your personal group in a vehicle or recreational vehicle pulling a trailer or another vehicle?

Results
- 35% of visitor groups traveled in a vehicle or a recreational vehicle pulling a trailer or another vehicle (see Figure 31).

**Question 10d**
If YES, how long was the vehicle in tow?

Results
- 53% of visitor groups pulled a trailer or other vehicle 16 to 25 feet in length (see Figure 32).
- 28% pulled a trailer or other vehicle 26-35 feet in length.

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
**Number of park entries**

**Question 20d**  
On this visit, how many times did your personal group enter Chickasaw NRA during your stay in the area (within 50 miles of the park)?

**Results**  
- 49% of visitor groups entered the park one time (see Figure 33).
- 29% entered two or three times.

![Figure 33. Number of park entries](image)

**Overnight stays**

**Question 6a**  
On this trip, did anyone in your personal group stay overnight away from their permanent residence either inside Chickasaw NRA or in the nearby area (within 50 miles of the park)?

**Results**  
- 49% of visitor groups stayed overnight away from their permanent residence either inside Chickasaw NRA or in the nearby area (see Figure 34).

![Figure 34. Visitor groups that stayed overnight inside the park or in the park area (within 50 miles of the park)](image)

*total percentages do not equal 100 due to rounding  
**total percentages do not equal 100 because visitors could select more than one answer
**Question 6b**
If YES, how many nights were spent inside Chickasaw NRA?

**Results**
- 36% of visitor groups stayed two nights inside Chickasaw NRA (see Figure 35).
- 26% stayed four or more nights.

---

**Question 6b**
If YES, how many nights were spent outside the park in the area (within 50 miles of the park)?

**Results**
- 32% of visitor groups stayed four or more nights outside the park in the area (see Figure 36).
- 29% stayed two nights.

---

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
Accommodations used inside the park

Question 6c
In which types of accommodations did your personal group spend the night(s) in Chickasaw NRA?

Results
- As shown in Figure 37, among those visitor groups that stayed overnight inside the park, the most common types of accommodations used were:
  - 59% Tent camping in a developed campground
  - 42% RV/trailer camping
- “Other” accommodations (1%) were not specified.

Accommodations used outside the park

Question 6d
In which types of accommodations did your personal group spend the night(s) in the area within 50 miles of the park?

Results
- As shown in Figure 38, among those visitor groups that stayed overnight outside the park, the most common types of accommodations used were:
  - 29% Lodge, hotel, motel, vacation rental, B&B etc.
  - 28% Residence of friends or relatives
- “Other” type of accommodation (1%) was: Cabin

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
Length of stay in the park

Question 4
How long did your personal group spend visiting Chickasaw NRA?

Results

Number of hours if less than 24

- 31% of visitor groups spent three to four hours (see Figure 39).
- 29% spent up to two hours.
- The average length of stay for visitor groups that spent less than 24 hours was 4.3 hours.

Number of days if 24 hours or more

- 38% of visitor groups spent two days (see Figure 40).
- 23% spent three days.
- The average length of stay for visitor groups that spent 24 hours or more was 3.5 days.

Average length of stay for all visitors

- The average length of stay for all visitor groups was 33.1 hours, or 1.4 days.

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
**Sites visited in the park (Platt District)**

**Question 11**
For this visit, please indicate all the sites your personal group visited at Chickasaw NRA.

- As shown in Figure 41, the most commonly visited sites by visitor groups in the Platt District were:

  67% Little Niagara  
  59% Travertine Nature Center  
  55% Swimming areas without lifeguards

- The least visited site was:
  14% Ranger stations

- "Other" sites visited in the Platt District (7%) are shown in Table 16.

---

**Table 3** Other sites visited in the park (Platt District)  
(N=13 comments) – **CAUTION**

<table>
<thead>
<tr>
<th>Site</th>
<th>Number of times mentioned</th>
</tr>
</thead>
<tbody>
<tr>
<td>Flower Park</td>
<td>2</td>
</tr>
<tr>
<td>Beach</td>
<td>1</td>
</tr>
<tr>
<td>Bear Falls</td>
<td>1</td>
</tr>
<tr>
<td>Bromide Hill Outlook</td>
<td>1</td>
</tr>
<tr>
<td>Bromide Pavilions</td>
<td>1</td>
</tr>
<tr>
<td>Cedar Blue</td>
<td>1</td>
</tr>
<tr>
<td>Lincoln Bridge Waterfalls</td>
<td>1</td>
</tr>
<tr>
<td>Monkey tree</td>
<td>1</td>
</tr>
<tr>
<td>Mountain</td>
<td>1</td>
</tr>
<tr>
<td>Rock Creek</td>
<td>1</td>
</tr>
<tr>
<td>Turner Falls</td>
<td>1</td>
</tr>
<tr>
<td>Whole pool area</td>
<td>1</td>
</tr>
</tbody>
</table>

*total percentages do not equal 100 due to rounding  
**total percentages do not equal 100 because visitors could select more than one answer
Sites visited in the park (Arbuckle District)

- As shown in Figure 42, the most commonly visited sites by visitor groups in the Arbuckle District were:
  - 58% Lake of the Arbuckles
  - 49% Buckhorn
  - 47% Boat launches

- The least visited site was:
  - 4% Goddard Youth Camp

- "Other" sites visited in the Arbuckle District (<1%) were not specified.

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
**Activities on this visit**

**Question 5a**

On this visit, in which activities did your personal group participate within Chickasaw NRA?

**Results**

- As shown in Figure 43, the most common activities in which visitor groups participated on this visit were:
  - 66% Swimming
  - 49% Walking/hiking
  - 40% Picnicking

- "Other" activities (10%) were:
  - Arbuckle Lake
  - Birthday party
  - Checking lake level
  - Monthly women’s meeting
  - Motorcycling
  - Passing by
  - Relaxing
  - Seeing lake
  - Sightseeing
  - Taking daughter-in-law to see park
  - Tubing
  - Using comfort station
  - Using recycle bins
  - Visiting Nature Center
  - Visiting old Platt National Park

*Figure 43. Activities on this visit*

---

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer*
Activity that was primary reason for visiting the park

Question 5c
Which one of the above activities was the primary reason your personal group visited Chickasaw NRA on this visit?

Results

- As shown in Figure 45, the most common primary reasons that visitor groups visited the park were:
  
  22% Camping
  22% Boating
  15% Swimming

- "Other" activities (8%) were:
  
  Birthday party
  Check lake level
  Meet family
  Monthly women’s meeting
  Motorcycling
  See the area
  See the lake
  Sightseeing
  Visit
  Visiting old Platt National Park
  Use the recycle bins
  Water recreation

Figure 44. Activity that was primary reason for visit

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
Activities on future visits

Question 5b
If you were to visit the park in the future, in which activities would your personal group prefer to participate within the park?

Results
• As shown in Figure 44, the most common activities in which visitor groups would prefer to participate on future visits were:
  
  66% Swimming
  58% Camping
  57% Walking/hiking

• “Other” activities (1%) were:
  Fourth of July
  Visiting mineral springs

![Bar chart showing activities on future visits]

Figure 45. Activities on future visits

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
Ratings of Services, Facilities, Attributes, Resources, and Elements

Information services and facilities used

Question 12a
Please indicate all the information services and facilities that your personal group used at Chickasaw NRA during this visit.

Results
• As shown in Figure 46, the most common information services and facilities used by visitor groups were:
  - 54% Nature Center exhibits (other than living)
  - 52% Nature Center living exhibits
  - 51% Park brochure/map

• The least used service/facility was:
  - 7% Ranger-led tours/programs

![Figure 46. Information services and facilities used](image)

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
**Importance ratings of information services and facilities**

**Question 12b**
For only those services and facilities that your personal group used, please rate their importance to your visit from 1-5.

- 1 = Not at all important
- 2 = Slightly important
- 3 = Moderately important
- 4 = Very important
- 5 = Extremely important

**Results**
- Figure 47 shows the combined proportions of “extremely important” and “very important” ratings of information services and facilities that were rated by 30 or more visitor groups.

- Table 17 shows the importance ratings of each service and facility.

- The services and facilities receiving the highest combined proportions of “extremely important” and “very important” ratings were:
  - 83% Park brochure/map
  - 83% Nature Center information desk
  - 82% Park website
    (www.nps.gov/chic)

- The service/facility receiving the highest “not at all important” rating that was rated by 30 or more visitor groups was:
  - 2% Nature Center sales items

---

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
**Table 17. Importance ratings of information services and facilities (N=number of visitor groups)**

<table>
<thead>
<tr>
<th>Service/facility</th>
<th>N</th>
<th>Not at all important</th>
<th>Slightly important</th>
<th>Moderately important</th>
<th>Very important</th>
<th>Extremely important</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assistance from park staff</td>
<td>66</td>
<td>0</td>
<td>2</td>
<td>23</td>
<td>32</td>
<td>44</td>
</tr>
<tr>
<td>Junior Ranger program – CAUTION!</td>
<td>13</td>
<td>0</td>
<td>23</td>
<td>15</td>
<td>31</td>
<td>31</td>
</tr>
<tr>
<td>Nature Center living exhibits</td>
<td>79</td>
<td>0</td>
<td>1</td>
<td>25</td>
<td>34</td>
<td>39</td>
</tr>
<tr>
<td>Nature Center exhibits (other than living)</td>
<td>79</td>
<td>0</td>
<td>0</td>
<td>29</td>
<td>34</td>
<td>37</td>
</tr>
<tr>
<td>Nature Center information desk</td>
<td>54</td>
<td>0</td>
<td>2</td>
<td>15</td>
<td>33</td>
<td>50</td>
</tr>
<tr>
<td>Nature Center sales items</td>
<td>43</td>
<td>2</td>
<td>23</td>
<td>33</td>
<td>28</td>
<td>14</td>
</tr>
<tr>
<td>Park brochure/map</td>
<td>73</td>
<td>0</td>
<td>4</td>
<td>12</td>
<td>34</td>
<td>49</td>
</tr>
<tr>
<td>Park website (<a href="http://www.nps.gov/chic">www.nps.gov/chic</a>)</td>
<td>34</td>
<td>0</td>
<td>9</td>
<td>9</td>
<td>32</td>
<td>50</td>
</tr>
<tr>
<td>Ranger-led tours/programs – CAUTION!</td>
<td>11</td>
<td>0</td>
<td>9</td>
<td>0</td>
<td>27</td>
<td>64</td>
</tr>
<tr>
<td>Roving rangers – CAUTION!</td>
<td>21</td>
<td>0</td>
<td>10</td>
<td>10</td>
<td>38</td>
<td>43</td>
</tr>
<tr>
<td>Self-guided trail brochures/booklets</td>
<td>35</td>
<td>0</td>
<td>0</td>
<td>20</td>
<td>40</td>
<td>40</td>
</tr>
<tr>
<td>Trailhead bulletin boards/signs</td>
<td>44</td>
<td>0</td>
<td>2</td>
<td>25</td>
<td>30</td>
<td>43</td>
</tr>
<tr>
<td>Trailside/roadside exhibits – CAUTION!</td>
<td>18</td>
<td>0</td>
<td>6</td>
<td>33</td>
<td>28</td>
<td>33</td>
</tr>
<tr>
<td>Videos/films – CAUTION!</td>
<td>11</td>
<td>0</td>
<td>18</td>
<td>27</td>
<td>27</td>
<td>27</td>
</tr>
<tr>
<td>Visitor information at Sulphur Chamber of Commerce – CAUTION!</td>
<td>22</td>
<td>5</td>
<td>0</td>
<td>27</td>
<td>18</td>
<td>50</td>
</tr>
</tbody>
</table>

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
Quality ratings of information services and facilities

Question 12c
For only those services and facilities that your personal group used, please rate their quality from 1-5.

1=Very poor
2=Poor
3=Average
4=Good
5=Very good

Results
- Figure 48 shows the combined proportions of “very good” and “good” ratings of information services and facilities that were rated by 30 or more visitor groups.
- The services and facilities receiving the highest combined proportions of “very good” and “good” ratings were:
  - 92% Assistance from park staff
  - 88% Park website (www.nps.gov/chic)
  - 88% Park brochure/map

- Table 18 shows the quality ratings of each service and facility.
- The service/facility receiving the highest “very poor” rating that was rated by 30 or more visitor groups was:
  - 5% Nature Center living exhibits

Figure 48. Combined proportions of “very good” and “good” ratings of information services and facilities
### Table 18. Quality ratings of information services and facilities (N=number of visitor groups)

<table>
<thead>
<tr>
<th>Service/facility</th>
<th>N</th>
<th>Very poor</th>
<th>Poor</th>
<th>Average</th>
<th>Good</th>
<th>Very good</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assistance from park staff</td>
<td>68</td>
<td>3</td>
<td>1</td>
<td>4</td>
<td>24</td>
<td>68</td>
</tr>
<tr>
<td>Junior Ranger program – CAUTION!</td>
<td>13</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>46</td>
<td>54</td>
</tr>
<tr>
<td>Nature Center living exhibits</td>
<td>74</td>
<td>5</td>
<td>3</td>
<td>15</td>
<td>34</td>
<td>43</td>
</tr>
<tr>
<td>Nature Center exhibits (other than living)</td>
<td>76</td>
<td>1</td>
<td>4</td>
<td>14</td>
<td>41</td>
<td>40</td>
</tr>
<tr>
<td>Nature Center information desk</td>
<td>53</td>
<td>0</td>
<td>6</td>
<td>9</td>
<td>19</td>
<td>66</td>
</tr>
<tr>
<td>Nature Center sales items</td>
<td>41</td>
<td>0</td>
<td>15</td>
<td>24</td>
<td>20</td>
<td>41</td>
</tr>
<tr>
<td>Park brochure/map</td>
<td>72</td>
<td>1</td>
<td>0</td>
<td>11</td>
<td>35</td>
<td>53</td>
</tr>
<tr>
<td>Park website (<a href="http://www.nps.gov/chic">www.nps.gov/chic</a>)</td>
<td>33</td>
<td>0</td>
<td>0</td>
<td>12</td>
<td>33</td>
<td>55</td>
</tr>
<tr>
<td>Ranger-led tours/programs – CAUTION!</td>
<td>10</td>
<td>0</td>
<td>10</td>
<td>0</td>
<td>40</td>
<td>50</td>
</tr>
<tr>
<td>Roving rangers – CAUTION!</td>
<td>20</td>
<td>10</td>
<td>10</td>
<td>0</td>
<td>35</td>
<td>45</td>
</tr>
<tr>
<td>Self-guided trail brochures/booklets</td>
<td>34</td>
<td>3</td>
<td>0</td>
<td>12</td>
<td>32</td>
<td>53</td>
</tr>
<tr>
<td>Trailhead bulletin boards/signs</td>
<td>42</td>
<td>0</td>
<td>0</td>
<td>21</td>
<td>38</td>
<td>40</td>
</tr>
<tr>
<td>Trailside/roadside exhibits – CAUTION!</td>
<td>15</td>
<td>0</td>
<td>0</td>
<td>13</td>
<td>53</td>
<td>33</td>
</tr>
<tr>
<td>Videos/films – CAUTION!</td>
<td>10</td>
<td>0</td>
<td>0</td>
<td>20</td>
<td>30</td>
<td>50</td>
</tr>
<tr>
<td>Visitor information at Sulphur Chamber of Commerce – CAUTION!</td>
<td>21</td>
<td>0</td>
<td>5</td>
<td>19</td>
<td>38</td>
<td>38</td>
</tr>
</tbody>
</table>

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
**Mean scores of importance and quality ratings of information services and facilities**

- Figures 49 and 50 show the mean scores of importance and quality ratings of information services and facilities that were rated by 30 or more visitor groups.

- All information services and facilities were rated above average in importance and quality.

![Figure 49. Mean scores of importance and quality of information services and facilities]

**Figure 50.** Detail of Figure 49

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer
Visitor services and facilities used

Question 13a
Please indicate all the visitor services and facilities that your personal group used at Chickasaw NRA during this visit.

Results
- As shown in Figure 51, the most common visitor services and facilities used by visitor groups were:
  - 72% Restrooms
  - 69% Parking
  - 47% Directional signs (in park)
- The least used service/facility was:
  - 5% Access for disabled persons

Figure 51. Visitor services and facilities used

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
Importance ratings of visitor services and facilities

**Question 13b**

For only those services and facilities that your personal group used, please rate their importance to your visit from 1-5.

1=Not at all important
2=Slightly important
3=Moderately important
4=Very important
5=Extremely important

**Results**

- Figure 52 shows the combined proportions of "extremely important" and "very important" ratings of visitor services and facilities that were rated by 30 or more visitor groups.

- The visitor services and facilities receiving the highest combined proportions of "extremely important" and "very important" ratings were:
  - 100% Boat launches
  - 99% Campgrounds
  - 96% Hiking/biking trails

- Table 19 shows the importance ratings of each service and facility.

- No services/facilities were given a "not at all important" rating.

**Figure 52.** Combined proportions of "extremely important" and "very important" ratings of visitor services and facilities

*total percentages do not equal 100 due to rounding**

**total percentages do not equal 100 because visitors could select more than one answer**
Table 19. Importance ratings of visitor services and facilities (N=number of visitor groups)

<table>
<thead>
<tr>
<th>Service/facility</th>
<th>N</th>
<th>Rating (%)*</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Not at all important</td>
</tr>
<tr>
<td>Access for disabled persons – <strong>CAUTION!</strong></td>
<td>12</td>
<td>0</td>
</tr>
<tr>
<td>Boat launches</td>
<td>89</td>
<td>0</td>
</tr>
<tr>
<td>Campgrounds</td>
<td>82</td>
<td>0</td>
</tr>
<tr>
<td>Day use areas</td>
<td>90</td>
<td>0</td>
</tr>
<tr>
<td>Directional signs (in park)</td>
<td>106</td>
<td>0</td>
</tr>
<tr>
<td>Directional signs (outside park)</td>
<td>60</td>
<td>0</td>
</tr>
<tr>
<td>Hiking/biking trails</td>
<td>79</td>
<td>0</td>
</tr>
<tr>
<td>Parking</td>
<td>156</td>
<td>0</td>
</tr>
<tr>
<td>Park overlooks/scenic views</td>
<td>65</td>
<td>0</td>
</tr>
<tr>
<td>Picnic areas</td>
<td>88</td>
<td>0</td>
</tr>
<tr>
<td>Portable toilets/pit toilets</td>
<td>66</td>
<td>0</td>
</tr>
<tr>
<td>Ranger stations – <strong>CAUTION!</strong></td>
<td>22</td>
<td>0</td>
</tr>
<tr>
<td>Restrooms</td>
<td>163</td>
<td>0</td>
</tr>
</tbody>
</table>

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
Quality ratings of visitor services and facilities

Question 13c
For only those services and facilities that your personal group used, please rate their quality from 1-5.

1=Very poor
2=Poor
3=Average
4=Good
5=Very good

Results

- Figure 53 shows the combined proportions of “very good” and “good” ratings of visitor services and facilities that were rated by 30 or more visitor groups.

- The services and facilities receiving the highest combined proportions of “very good” and “good” ratings were:
  - 96% Boat launches
  - 95% Hiking/biking trails
  - 90% Day use areas

- Table 20 shows the quality ratings of each service and facility.

- The service/facility receiving the highest “very poor” rating that was rated by 30 or more visitor groups was:
  - 6% Restrooms

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
Table 4. Quality ratings of visitor services and facilities
(N=number of visitor groups)

<table>
<thead>
<tr>
<th>Service/facility</th>
<th>N</th>
<th>Very poor</th>
<th>Poor</th>
<th>Average</th>
<th>Good</th>
<th>Very good</th>
</tr>
</thead>
<tbody>
<tr>
<td>Access for disabled persons – CAUTION!</td>
<td>9</td>
<td>11</td>
<td>11</td>
<td>11</td>
<td>33</td>
<td>33</td>
</tr>
<tr>
<td>Boat launches</td>
<td>89</td>
<td>0</td>
<td>0</td>
<td>3</td>
<td>29</td>
<td>67</td>
</tr>
<tr>
<td>Campgrounds</td>
<td>81</td>
<td>2</td>
<td>1</td>
<td>7</td>
<td>31</td>
<td>58</td>
</tr>
<tr>
<td>Day use areas</td>
<td>82</td>
<td>0</td>
<td>2</td>
<td>7</td>
<td>39</td>
<td>51</td>
</tr>
<tr>
<td>Directional signs (in park)</td>
<td>101</td>
<td>0</td>
<td>2</td>
<td>13</td>
<td>31</td>
<td>54</td>
</tr>
<tr>
<td>Directional signs (outside park)</td>
<td>55</td>
<td>0</td>
<td>5</td>
<td>18</td>
<td>24</td>
<td>53</td>
</tr>
<tr>
<td>Hiking/biking trails</td>
<td>73</td>
<td>0</td>
<td>1</td>
<td>4</td>
<td>51</td>
<td>44</td>
</tr>
<tr>
<td>Parking</td>
<td>149</td>
<td>0</td>
<td>1</td>
<td>9</td>
<td>33</td>
<td>56</td>
</tr>
<tr>
<td>Park overlooks/scenic views</td>
<td>59</td>
<td>2</td>
<td>0</td>
<td>12</td>
<td>34</td>
<td>53</td>
</tr>
<tr>
<td>Picnic areas</td>
<td>79</td>
<td>0</td>
<td>1</td>
<td>14</td>
<td>43</td>
<td>42</td>
</tr>
<tr>
<td>Portable toilets/pit toilets</td>
<td>67</td>
<td>4</td>
<td>4</td>
<td>36</td>
<td>31</td>
<td>24</td>
</tr>
<tr>
<td>Ranger stations – CAUTION!</td>
<td>19</td>
<td>0</td>
<td>5</td>
<td>11</td>
<td>37</td>
<td>47</td>
</tr>
<tr>
<td>Restrooms</td>
<td>154</td>
<td>6</td>
<td>8</td>
<td>14</td>
<td>30</td>
<td>43</td>
</tr>
</tbody>
</table>

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
Mean scores of importance and quality ratings of visitor services and facilities

- Figures 54 and 55 show the mean scores of importance and quality ratings of visitor services and facilities that were rated by 30 or more visitor groups.

- All visitor services and facilities were rated above average in importance and quality.

*Figure 54. Mean scores of importance and quality of visitor services and facilities*

*Figure 55. Detail of Figure 54*

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
**Importance of protecting park attributes, resources, and experiences**

**Question 8**

It is the National Park Service’s responsibility to protect Chickasaw NRA’s natural, scenic, and cultural resources while at the same time providing for public enjoyment. How important is protection of the following park resources/attributes to your personal group?

1=Not at all important
2=Slightly important
3=Moderately important
4=Very important
5=Extremely important

**Results**

- As shown in Figure 56, the highest combined proportions of “extremely important” and “very important” ratings of protecting park resources and attributes included:
  - 98% Clean water
  - 92% Clean air (visibility)
  - 85% Recreational opportunities

- The resources/attributes receiving the highest “not at all important” rating were:
  - 7% Educational opportunities
  - 7% American Indian culture

- Table 21 shows the importance ratings of park resources and attributes.

*Figure 56.* Combined proportions of “extremely important” and “very important” ratings of protecting park resources and attributes

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

50
Table 21. Visitor rating of importance of protecting park resources and attributes (N=number of visitor groups)

<table>
<thead>
<tr>
<th>Resource/attribute</th>
<th>N</th>
<th>Not at all important</th>
<th>Slightly important</th>
<th>Moderately important</th>
<th>Very important</th>
<th>Extremely important</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clean air (visibility)</td>
<td>276</td>
<td>1</td>
<td>1</td>
<td>5</td>
<td>34</td>
<td>58</td>
</tr>
<tr>
<td>Clean water</td>
<td>275</td>
<td>&lt;1</td>
<td>&lt;1</td>
<td>2</td>
<td>24</td>
<td>74</td>
</tr>
<tr>
<td>Dark starry night sky</td>
<td>271</td>
<td>6</td>
<td>7</td>
<td>25</td>
<td>27</td>
<td>35</td>
</tr>
<tr>
<td>Educational opportunities</td>
<td>268</td>
<td>7</td>
<td>15</td>
<td>28</td>
<td>30</td>
<td>21</td>
</tr>
<tr>
<td>Endangered species</td>
<td>269</td>
<td>4</td>
<td>10</td>
<td>21</td>
<td>27</td>
<td>38</td>
</tr>
<tr>
<td>Historic sites and buildings</td>
<td>273</td>
<td>3</td>
<td>8</td>
<td>24</td>
<td>36</td>
<td>30</td>
</tr>
<tr>
<td>Native plants</td>
<td>274</td>
<td>3</td>
<td>8</td>
<td>20</td>
<td>32</td>
<td>38</td>
</tr>
<tr>
<td>Native wildlife</td>
<td>273</td>
<td>1</td>
<td>3</td>
<td>16</td>
<td>35</td>
<td>44</td>
</tr>
<tr>
<td>Natural quiet/sounds of nature</td>
<td>275</td>
<td>1</td>
<td>2</td>
<td>17</td>
<td>36</td>
<td>44</td>
</tr>
<tr>
<td>American Indian culture</td>
<td>275</td>
<td>7</td>
<td>9</td>
<td>24</td>
<td>30</td>
<td>31</td>
</tr>
<tr>
<td>Recreational opportunities</td>
<td>273</td>
<td>1</td>
<td>2</td>
<td>12</td>
<td>38</td>
<td>47</td>
</tr>
<tr>
<td>Solitude</td>
<td>270</td>
<td>3</td>
<td>6</td>
<td>17</td>
<td>38</td>
<td>36</td>
</tr>
</tbody>
</table>

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
Expenditures

Total expenditures inside and outside the park

Question 16
For your personal group, please estimate expenditures for the items listed below for this visit to Chickasaw NRA and the surrounding area (within 50 miles of the park).

Results
• 31% of visitor groups spent $1-$100 (see Figure 57).
• 29% spent no money.
• 23% spent $201 or more.
• The average visitor group expenditure was $187.
• The median group expenditure (50% groups spent more and 50% of groups spent less) was $68.
• The average total expenditure per person (per capita) was $51.
• As shown in Figure 58, the largest proportions of total expenditures inside and outside the park were:
  27% Groceries and takeout food
  21% Lodge, hotel, motel, cabin, B&B, etc.
  19% Gas and oil

Figure 57. Total expenditures inside and outside the park (within 50 miles of the park)

Figure 58. Proportions of total expenditures inside and outside the park (within 50 miles of the park)

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
**Number of adults covered by expenditures**

**Question 16c**
How many adults (18 years or older) do these expenses cover?

**Results**
- 45% of visitor groups had two adults covered by expenditures (see Figure 59).
- 28% had three or four adults covered by expenditures.

![Figure 59. Number of adults covered by expenditures](image)

**Number of children covered by expenditures**

**Question 16c**
How many children (under 18 years) do these expenses cover?

**Results**
- 37% of visitor groups had no children covered by expenditures (see Figure 60).
- 36% had one or two children covered by expenditures.

![Figure 60. Number of children covered by expenditures](image)

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
Expenditures inside the park

Question 16a
Please list your personal group’s total expenditures inside Chickasaw NRA.

Results
- 57% of visitor groups spent no money inside the park (see Figure 61).
- 26% spent $1-$50.
- The average visitor group expenditure inside the park was $35.
- The median group expenditure (50% of groups spent more and 50% of groups spent less) was $0.
- The average total expenditure per person (per capita) was $20.
- As shown in Figure 62, the largest proportions of total expenditures inside the park were:
  - 47% Camping fees and charges
  - 34% Groceries and takeout food
  - 10% All other purchases

Figure 61. Total expenditures inside the park

Figure 62. Proportions of total expenditures inside the park

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
Camping fees and charges

- 70% of visitor groups spent no money on camping fees and charges inside the park (see Figure 63).
- 16% spent $1-$40.

![Figure 63. Expenditures for camping fees and charges inside the park](chart)

Restaurants and bars

- 95% of visitor groups spent no money on restaurants and bars inside the park (see Figure 64).

![Figure 64. Expenditures for restaurants and bars inside the park](chart)

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer
Groceries and takeout food

- 88% of visitor groups spent no money on groceries and takeout food inside the park (see Figure 65).
- 8% spent $41 or more.

![Figure 65. Expenditures for groceries and takeout food inside the park](image)

Boat, kayak, canoe rental and launch fees

- 82% of visitor groups spent no money on boat, kayak, canoe rental and launch fees inside the park (see Figure 66).
- 15% spent $1-$20.

![Figure 66. Expenditures for boat, kayak, canoe rental and launch fees inside the park](image)

Admission, recreation, and entertainment fees

- 98% of visitor groups spent no money on admission, recreation, and entertainment fees inside the park (see Figure 67).
- 2% spent up to $12.

![Figure 67. Expenditures for admission, recreation, and entertainment fees inside the park](image)

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
All other expenditures (souvenirs, books, postcards, sporting goods, clothing, donations, etc.)

- 84% of visitor groups spent no money on other expenditures inside the park (see Figure 68).
- 11% spent $1-$20.

**Figure 68.** All other expenditures inside the park

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
**Expenditures outside the park**

**Question 16b**

Please list your personal group’s total expenditures in the surrounding area outside the park (within 50 miles of the park).

**Results**

- 30% of visitor groups spent $1-$100 (see Figure 69).
- 29% spent no money.
- 19% spent $101-$200.
- The average visitor group expenditure outside the park was $186.
- The median group expenditure (50% of groups spent more and 50% of groups spent less) was $70.
- The average total expenditure per person (per capita) was $61.
- As shown in Figure 70, the largest proportions of total expenditures outside the park were:
  - 26% Groceries and takeout food
  - 25% Lodge, hotel, motel, cabin, B&B, etc.
  - 22% Gas and oil

**Figure 69.** Total expenditures outside the park (within 50 miles of the park)

**Figure 70.** Proportions of total expenditures outside the park (within 50 miles of the park)

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer
Lodge, hotel, motel, cabin, B&B, etc.

- 85% of visitor groups spent no money on lodging outside the park (see Figure 71).
- 9% spent $201 or more.

*Camping fees and charges

- 95% of visitor groups spent no money on camping fees and charges outside the park (see Figure 72).
- 5% spent $80 or more.

*Guide fees and charges

- 100% of visitor groups spent no money on guide fees and charges outside the park.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer
Restaurants and bars

- 50% of visitor groups spent no money on restaurants and bars outside the park (see Figure 73).
- 28% spent $1-$40.

Groceries and takeout food

- 43% of visitor groups spent no money on groceries and takeout food outside the park (see Figure 74).
- 35% spent $41 or more.

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
Gas and oil (auto, RV, boat, etc.)

- 37% of visitor groups spent no money on gas and oil outside the park (see Figure 75).
- 32% spent $21-$60.
- $26 spent $61 or more.

Other transportation (rental cars, taxis, auto repairs, but NOT airfare)

- 96% of visitor groups spent no money on other transportation outside the park (see Figure 76).
- 4% spent $20 or more.

Boat, kayak, canoe rental and launch fees

- 91% of visitor groups spent no money on boat, kayak, canoe rental and launch fees outside the park (see Figure 77).
- 5% spent $1-$20.

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
Admission, recreation, and entertainment fees

- 88% of visitor groups spent no money on recreation, and entertainment fees outside the park (see Figure 78).
- 7% spent $1-$20.

![Figure 78. Expenditures for admission, recreation, and entertainment fees outside the park](image)

All other expenditures (souvenirs, books, postcards, sporting goods, clothing, donations, etc.)

- 78% of visitor groups spent no money on all other expenditures outside the park (see Figure 79).
- 12% spent $41 or more.
- 9% spent $1-$40.

![Figure 79. All other expenditures outside the park](image)

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
**Income forgone to make this trip**

**Question 22c**
How much income did your household forgo to make this trip (due to taking unpaid time off from work)?

**Results**
- 30% of respondents had forgone income to make this trip (see Figure 80).
- 36% of respondents forwent $101-$200 (see Figure 81).
- 26% forwent $1-$100.
- 26% forwent $301 or more.

---

*N=267 respondents*

![Figure 80. Income forgone to make this trip](image)

---

*N=42 respondents*

![Figure 81. Amount of income forgone](image)

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer*
Preferences for Future Visits

Commercial services available for future visit

Question 17
If you were to visit Chickasaw NRA in the future, which commercial services would your personal group like to have available?

Results
- 72% of visitor groups were interested in using commercial services on a future visit (see Figure 82).
- As shown in Figure 83, of those visitor groups that were interested in using commercial services, the most common services were:
  - 46% Sit-down restaurant
  - 46% Bait/tackle shop
  - 39% Marina services
- “Other” services (4%) were:
  - Child play area
  - Dry ice
  - Ice
  - Laundromat
  - Showers

Figure 82. Visitor groups interested in using commercial services

Figure 83. Services to use on a future visit

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
Preferred subjects to learn on future visit

**Question 18**
If you were to visit in the future, which subjects would your personal group prefer to learn about at Chickasaw NRA?

**Results**
- 82% of visitor groups were interested in learning about the park (see Figure 84).
- As shown in Figure 85, of those visitor groups that were interested in learning about the park, the most common subjects were:
  - 65% Natural history/ecology
  - 62% Native American heritage
  - 47% Recreational opportunities
- “Other” subjects (4%) were:
  - Birdwatching
  - Boat classes
  - History of the park
  - Local history

*Figure 84.* Visitor groups that were interested in learning about the park

*Figure 85.* Subject to learn on future visit

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer
Overall Quality

**Question 14**
Overall, how would you rate the quality of the facilities, services, and recreational opportunities provided to your personal group at Chickasaw NRA during this visit?

**Results**
- 92% of visitor groups rated the overall quality of facilities, services, and recreational opportunities as "very good" or "good" (see Figure 86).
- No visitor groups rated the overall quality as "very poor;" 1% rated the quality as "poor."

![Figure 86. Overall quality rating of facilities, services, and recreational opportunities](image)

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
Visitor Comment Summaries

What visitors liked most

Question 23a
What did your personal group like most about your visit to Chickasaw NRA? (Open-ended)

Results
- 85% of visitor groups (N=236) responded to this question.
- Table 22 shows a summary of visitor comments. The transcribed open-ended comments can be found in the Visitor Comments section.

Table 22. What visitors liked most
(N=370 comments; some visitor groups made more than one comment)

<table>
<thead>
<tr>
<th>Comment</th>
<th>Number of times mentioned</th>
</tr>
</thead>
<tbody>
<tr>
<td>PERSONNEL (1%)</td>
<td></td>
</tr>
<tr>
<td>Campground staff</td>
<td>2</td>
</tr>
<tr>
<td>INTERPRETIVE SERVICES (1%)</td>
<td></td>
</tr>
<tr>
<td>Comments</td>
<td>3</td>
</tr>
<tr>
<td>FACILITIES/MAINTENANCE (16%)</td>
<td></td>
</tr>
<tr>
<td>Cleanliness</td>
<td>26</td>
</tr>
<tr>
<td>Trails</td>
<td>10</td>
</tr>
<tr>
<td>Campgrounds</td>
<td>8</td>
</tr>
<tr>
<td>Fishing</td>
<td>3</td>
</tr>
<tr>
<td>Nature Center</td>
<td>3</td>
</tr>
<tr>
<td>Other comments</td>
<td>9</td>
</tr>
<tr>
<td>POLICY/MANAGEMENT (2%)</td>
<td></td>
</tr>
<tr>
<td>Felt safe</td>
<td>3</td>
</tr>
<tr>
<td>Other comments</td>
<td>4</td>
</tr>
<tr>
<td>RESOURCE MANAGEMENT (4%)</td>
<td></td>
</tr>
<tr>
<td>Clean water</td>
<td>10</td>
</tr>
<tr>
<td>Clean air</td>
<td>2</td>
</tr>
<tr>
<td>Other comments</td>
<td>2</td>
</tr>
<tr>
<td>GENERAL (77%)</td>
<td></td>
</tr>
<tr>
<td>Swimming</td>
<td>45</td>
</tr>
<tr>
<td>Lake</td>
<td>29</td>
</tr>
<tr>
<td>Beauty</td>
<td>21</td>
</tr>
<tr>
<td>Camping</td>
<td>19</td>
</tr>
<tr>
<td>Nature</td>
<td>18</td>
</tr>
<tr>
<td>Boating</td>
<td>16</td>
</tr>
<tr>
<td>Fishing</td>
<td>13</td>
</tr>
<tr>
<td>Peace</td>
<td>13</td>
</tr>
<tr>
<td>Water</td>
<td>12</td>
</tr>
<tr>
<td>Hiking</td>
<td>9</td>
</tr>
<tr>
<td>Scenery</td>
<td>9</td>
</tr>
<tr>
<td>Quiet</td>
<td>8</td>
</tr>
</tbody>
</table>
Table 22. What visitors liked most (continued)

<table>
<thead>
<tr>
<th>Comment</th>
<th>Number of times mentioned</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>GENERAL</strong> (continued)</td>
<td></td>
</tr>
<tr>
<td>Spending time with family</td>
<td>8</td>
</tr>
<tr>
<td>Lake of the Arbuckles</td>
<td>6</td>
</tr>
<tr>
<td>Springs</td>
<td>6</td>
</tr>
<tr>
<td>Wildlife</td>
<td>5</td>
</tr>
<tr>
<td>Little Niagara</td>
<td>4</td>
</tr>
<tr>
<td>Picnicking</td>
<td>4</td>
</tr>
<tr>
<td>Restful experience</td>
<td>4</td>
</tr>
<tr>
<td>Being outdoors</td>
<td>3</td>
</tr>
<tr>
<td>Cold water</td>
<td>3</td>
</tr>
<tr>
<td>Everything</td>
<td>3</td>
</tr>
<tr>
<td>Solitude</td>
<td>3</td>
</tr>
<tr>
<td>Veterans Lake</td>
<td>2</td>
</tr>
<tr>
<td>Walking</td>
<td>2</td>
</tr>
<tr>
<td>Other comments</td>
<td>20</td>
</tr>
</tbody>
</table>
What visitors liked least

Question 23b
What did your personal group like least about your visit to Chickasaw NRA? (Open-ended)

Results
• 57% of visitor groups (N=159) responded to this question.
• Table 23 shows a summary of visitor comments. The transcribed open-ended comments can be found in the Visitor Comments section.

Table 23. What visitors liked least
(N=178 comments; some visitor groups made more than one comment)

<table>
<thead>
<tr>
<th>Comment</th>
<th>Number of times mentioned</th>
</tr>
</thead>
<tbody>
<tr>
<td>PERSONNEL (3%)</td>
<td></td>
</tr>
<tr>
<td>Rude ranger</td>
<td>2</td>
</tr>
<tr>
<td>Other comments</td>
<td>4</td>
</tr>
<tr>
<td>INTERPRETIVE SERVICES (2%)</td>
<td></td>
</tr>
<tr>
<td>Comments</td>
<td>3</td>
</tr>
<tr>
<td>FACILITIES/MAINTENANCE (31%)</td>
<td></td>
</tr>
<tr>
<td>Restrooms</td>
<td>10</td>
</tr>
<tr>
<td>Dirty restrooms</td>
<td>8</td>
</tr>
<tr>
<td>Lack of showers</td>
<td>8</td>
</tr>
<tr>
<td>Overgrown grass/weeds</td>
<td>6</td>
</tr>
<tr>
<td>Lack of restrooms</td>
<td>4</td>
</tr>
<tr>
<td>Close proximity between campsites</td>
<td>2</td>
</tr>
<tr>
<td>Lack of handicap access</td>
<td>2</td>
</tr>
<tr>
<td>Under-stocked restrooms</td>
<td>2</td>
</tr>
<tr>
<td>Other comments</td>
<td>14</td>
</tr>
<tr>
<td>POLICY/MANAGEMENT (4%)</td>
<td></td>
</tr>
<tr>
<td>Launch fee</td>
<td>3</td>
</tr>
<tr>
<td>Difficulty obtaining boat permit</td>
<td>2</td>
</tr>
<tr>
<td>Other comments</td>
<td>2</td>
</tr>
<tr>
<td>RESOURCE MANAGEMENT (3%)</td>
<td></td>
</tr>
<tr>
<td>Insects</td>
<td>4</td>
</tr>
<tr>
<td>Poison ivy</td>
<td>2</td>
</tr>
<tr>
<td>GENERAL (56%)</td>
<td></td>
</tr>
<tr>
<td>Nothing</td>
<td>19</td>
</tr>
<tr>
<td>Crowded</td>
<td>11</td>
</tr>
<tr>
<td>Heat</td>
<td>8</td>
</tr>
<tr>
<td>Noise</td>
<td>8</td>
</tr>
<tr>
<td>Lack of services</td>
<td>6</td>
</tr>
<tr>
<td>Litter</td>
<td>6</td>
</tr>
<tr>
<td>Not catching fish</td>
<td>4</td>
</tr>
<tr>
<td>Personal watercrafts</td>
<td>4</td>
</tr>
<tr>
<td>Dogs</td>
<td>3</td>
</tr>
<tr>
<td>No drinking water available</td>
<td>3</td>
</tr>
<tr>
<td>Rocky beach</td>
<td>3</td>
</tr>
</tbody>
</table>
Table 23. What visitors liked least (continued)

<table>
<thead>
<tr>
<th>Comment</th>
<th>Number of times mentioned</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>GENERAL (continued)</strong></td>
<td></td>
</tr>
<tr>
<td>Lack of cell phone service</td>
<td>2</td>
</tr>
<tr>
<td>Visit too short</td>
<td>2</td>
</tr>
<tr>
<td>Other comments</td>
<td>21</td>
</tr>
</tbody>
</table>
Planning for the future

Question 24
If you were a manager planning for the future of Chickasaw NRA what would your personal group propose? (Open-ended)

Results
• 55% of visitor groups (N=153) responded to this question.
• Table 24 shows a summary of visitor comments. The transcribed open-ended comments can be found in the Visitor Comments section.

Table 24. Planning for the future
(N=178 comments; some visitor groups made more than one comment)

<table>
<thead>
<tr>
<th>Comment</th>
<th>Number of times mentioned</th>
</tr>
</thead>
<tbody>
<tr>
<td>PERSONNEL (6%)</td>
<td></td>
</tr>
<tr>
<td>Improve interactions between public and rangers</td>
<td>3</td>
</tr>
<tr>
<td>Increase presence of park rangers</td>
<td>2</td>
</tr>
<tr>
<td>Other comments</td>
<td>5</td>
</tr>
<tr>
<td>INTERPRETIVE SERVICES (8%)</td>
<td></td>
</tr>
<tr>
<td>Add more activities</td>
<td>4</td>
</tr>
<tr>
<td>Improve/expand Nature Center</td>
<td>4</td>
</tr>
<tr>
<td>Other comments</td>
<td>6</td>
</tr>
<tr>
<td>FACILITIES/MAINTENANCE (42%)</td>
<td></td>
</tr>
<tr>
<td>Build a marina</td>
<td>15</td>
</tr>
<tr>
<td>Add showers</td>
<td>10</td>
</tr>
<tr>
<td>More campsite/RV hookups</td>
<td>9</td>
</tr>
<tr>
<td>Improved restrooms</td>
<td>4</td>
</tr>
<tr>
<td>Play area for children</td>
<td>4</td>
</tr>
<tr>
<td>Cleaner restrooms</td>
<td>3</td>
</tr>
<tr>
<td>More camping areas</td>
<td>3</td>
</tr>
<tr>
<td>More restrooms</td>
<td>3</td>
</tr>
<tr>
<td>More swimming areas</td>
<td>3</td>
</tr>
<tr>
<td>More trails</td>
<td>3</td>
</tr>
<tr>
<td>More sand on beaches</td>
<td>2</td>
</tr>
<tr>
<td>Other comments</td>
<td>16</td>
</tr>
<tr>
<td>POLICY/MANAGEMENT (14%)</td>
<td></td>
</tr>
<tr>
<td>Limit number of boats/personal watercraft</td>
<td>4</td>
</tr>
<tr>
<td>Easier access to permits</td>
<td>3</td>
</tr>
<tr>
<td>Maintain access</td>
<td>2</td>
</tr>
<tr>
<td>Other comments</td>
<td>16</td>
</tr>
<tr>
<td>RESOURCE MANAGEMENT (4%)</td>
<td></td>
</tr>
<tr>
<td>More fish</td>
<td>2</td>
</tr>
<tr>
<td>Other comments</td>
<td>6</td>
</tr>
</tbody>
</table>
### Table 24. Planning for the future (continued)

<table>
<thead>
<tr>
<th>Comment</th>
<th>Number of times mentioned</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>GENERAL (25%)</strong></td>
<td></td>
</tr>
<tr>
<td>More food and fuel services</td>
<td>13</td>
</tr>
<tr>
<td>Keep it as it is</td>
<td>10</td>
</tr>
<tr>
<td>Improve cleanliness</td>
<td>5</td>
</tr>
<tr>
<td>Bike rentals</td>
<td>2</td>
</tr>
<tr>
<td>More firewood available at campsites</td>
<td>2</td>
</tr>
<tr>
<td>Other comments</td>
<td>13</td>
</tr>
</tbody>
</table>
### Additional comments

**Question 25**  
Is there anything else your personal group would like to tell us about your visit to Chickasaw NRA? (Open-ended)

**Results**  
- 49% of visitor groups (N=136) responded to this question.
- Table 25 shows a summary of visitor comments. The transcribed open-ended comments can be found in the Visitor Comments section.

**Table 25. Additional comments**  
(N=175 comments; some visitor groups made more than one comment)

<table>
<thead>
<tr>
<th>Comment</th>
<th>Number of times mentioned</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PERSONNEL (11%)</strong></td>
<td></td>
</tr>
<tr>
<td>More rangers on duty</td>
<td>6</td>
</tr>
<tr>
<td>Bad experience with ranger</td>
<td>5</td>
</tr>
<tr>
<td>Friendly staff</td>
<td>4</td>
</tr>
<tr>
<td>Helpful staff</td>
<td>4</td>
</tr>
<tr>
<td><strong>INTERPRETIVE SERVICES (7%)</strong></td>
<td></td>
</tr>
<tr>
<td>Comment</td>
<td>1</td>
</tr>
<tr>
<td><strong>FACILITIES/MAINTENANCE (15%)</strong></td>
<td></td>
</tr>
<tr>
<td>Park was clean</td>
<td>6</td>
</tr>
<tr>
<td>Restrooms were not clean</td>
<td>5</td>
</tr>
<tr>
<td>Need more and improved showers</td>
<td>4</td>
</tr>
<tr>
<td>Need more RV amenities</td>
<td>2</td>
</tr>
<tr>
<td>Other comments</td>
<td>9</td>
</tr>
<tr>
<td><strong>POLICY/MANAGEMENT (9%)</strong></td>
<td></td>
</tr>
<tr>
<td>Better management needed</td>
<td>3</td>
</tr>
<tr>
<td>Too many boats</td>
<td>2</td>
</tr>
<tr>
<td>Other comments</td>
<td>11</td>
</tr>
<tr>
<td><strong>RESOURCE MANAGEMENT (2%)</strong></td>
<td></td>
</tr>
<tr>
<td>Protect land for future generations</td>
<td>2</td>
</tr>
<tr>
<td>Other comments</td>
<td>2</td>
</tr>
<tr>
<td><strong>GENERAL (62%)</strong></td>
<td></td>
</tr>
<tr>
<td>Enjoyed visit</td>
<td>56</td>
</tr>
<tr>
<td>Love park</td>
<td>26</td>
</tr>
<tr>
<td>Will return</td>
<td>7</td>
</tr>
<tr>
<td>Have been coming to park for a long time</td>
<td>6</td>
</tr>
<tr>
<td>Keep up the good work</td>
<td>4</td>
</tr>
<tr>
<td>Thank you</td>
<td>3</td>
</tr>
<tr>
<td>Other comments</td>
<td>7</td>
</tr>
</tbody>
</table>
Visitor Comments

This section contains visitor responses to open-ended questions.

**Question 23a**
What did your personal group like most about your visit to Chickasaw NRA? (Open-ended)

- All the beautiful trees - and the cleanliness of the park
- Always enjoy the lake
- Always love to picnic, camp, and swim
- Antelope trail
- Arbuckle Lake
- Arbuckle Lake
- Arbuckle Lake, jet skiing
- Atmosphere
- Availability of resources close to home
- Beautiful nature
- Beautiful scenery
- Beauty
- Beauty, cleanliness, solitude
- Being able to camp and fish at our favorite lake
- Being outside
- Bison viewing and hiking
- Boat
- Boat and jet skiing on the lake
- Boat ramps, springs, lake, nature
- Boat riding on lake
- Boating
- Boating
- Boating
- Boating
- Boating
- Boating and swimming
- Boating was our goal of the day; love it!
- Boating, fishing
- Boating, skiing, camping
- Campground
- Camping
- Camping
- Camping
- Camping
- Camping and natural springs
- Camping and swimming
- Camping and swimming
Camping and swimming
- Camping and swimming in the creek, family time
- Camping areas
- Camping facilities and clean restrooms and showers. Natural beauty of the area
- Camping together
- Camping, swimming at little Niagara
- Camping/hiking
- Campsite
- Children - swimming hole areas
- Clean
- Clean and peaceful
- Clean beaches
- Clean comfort station
- Clean lake water, camping near water, kayaking, clean showers and restrooms
- Clean park
- Clean restrooms, sites are well-kept, very good camp host, noise level
- Clean water, beautiful scenery
- Clean water, clean air
- Clean, clear water and clean camp areas
- Clean, quiet, beautiful
- Cold springs
- Cold water, Chickasaw cultural center, hiking
- Convenience
- Driving in Little Niagara Falls
- Easy access to trails, clean, beautiful area
- Economical way to spend the day in water
- Enjoy fishing on lake on a daily basis and have for more than 20 years
- Enjoy the nature
- Everything
- Everything; love the cool water
- Family day out - peaceful
- Family time, the water
- Felt safe. No rowdy people, mostly families.
- Fishing
- Fishing
- Fishing areas
- Fishing docks
- Fishing/quiet till about 11:00 AM
- Fresh spring water
- Gorgeous lake, relaxing in boat and swimming
- Great camp spots and kids being able to ride bikes to play safely
- Guided tour (nature)
- Helpful campground staff
- Hiking
- Hiking and swimming
- Hiking trails
- Hiking trails and wildlife
- Hiking, buffalo
- How clean everything was!
- It is a beautiful place
- It's always the water, the trees, all of nature in its simplest glory
- It's clean
- Junior ranger program
- Just being out
- Lake
- Lake
- Lake
- Lake
- Lake
- Lake
- Lake
- Lake
- Lake
- Lake
- Lake
- Lake
- Lake
- Lake and swimming
- Lake Arbuckle, Platt
- Lake experience was good. Good Weather. Clean facility.
- Lake Arbuckle
- Lake was beautiful and clean
- Lake, tubing
- Lakes
- Little Niagara
- Love Little Niagara
- Love the life - blood of the park, springs and water
- Most beautiful and cleanest lake water in the state
- Natural beauty
- Natural beauty accessible
- Natural cold streams and scenery - trails - nature center
- Natural environment; variety of things to do
- Nature
- Nature
- Nature
- Nature (tarantulas everywhere)
- Nature cent trails
- Nature center; Little Niagara Veterans Lake
- Nature, buffalo trails
- Nature, swimming, family time
- Neat, clean grounds and water
- Nice and quiet
- Nice area
- Nice Lake
- Outdoors
- Park scenery and solitude
- Peace and quiet
- Peace and quiet, very beautiful
- Peaceful environment and natural beauty
- Peaceful, very pretty
- Picnic area, swimming
- Platt District
- Playing in the water, fishing
- Quality of tent campsites (Rock Creek)
- Quiet, history, water
- Quiet, peaceful. Fresh air.
- R&R
- Ranger education, swimming
- Rest
- Rest
- Restrooms and water access
- Safety, cleanliness of park and lake area
- Scenery
- Scenery - water
- Scenery around water
- Scenery, quality bass fishing
- Scenery; swimming; serenity
- Scenic view and fishing
- Secluded campsites while easy access to roads and amenities
- Seeing the area and family
- Serenity, beauty
- Sheltered fishing area with child
- Solitude and economical
- Swimming
- Swimming
- Swimming
- Swimming
- Swimming
- Swimming
- Swimming
- Swimming
- Swimming and boating
- Swimming and Buckhorn
- Swimming and scenting
- Swimming area
• Swimming areas, clean restrooms, and showers
• Swimming for the kids, peaceful environment, non-commercial, picnic areas
• Swimming location
• Swimming with our grandchildren
• Swimming, Bison overlook, just walking around the park
• Swimming, boating, picnicking
• Swimming, camping
• Swimming, fishing
• Swimming, fishing, camping
• Swimming, fishing, cooking out
• Swimming, scenery, clean parks (zero trash)
• Swimming/hiking
• Swimming/water quality, hiking trail and picnic area at Little Niagara, exploring
• The clean and calm environment
• The cleanliness of the lake
• The clear water and natural surroundings
• The clear, clean water
• The cold springs, the natural setting
• The entire area was great
• The fishing
• The grounds and exhibits
• The hiking trails and seeing the wildlife
• The lack of stores and over development
• The lake
• The lake
• The lake
• The lake
• The lake looks beautiful - would like to return, go water-skiing and if weather permits next time, rent a kayak
• The Lake of the Arbuckles
• The natural state of the area and how clean it was in the public areas
• The natural, peaceful setting and the streams
• The nature
• The nature - a safe place to bring the kids - the water!
• The open lake at buckhorn
• The outdoors and scenery
• The peaceful feeling
• The refreshing quiet time sitting by the waterfalls at the Lincoln Bridge
• The spacious, beautiful hiking trails
• The spring
• The swimming
• The turtles.
• The water
• The water
• The water
- The water and picnic areas - able to walk through and see animals
- The water, the natural beauty, climbing the mountain
- There was little or no litter. Very nice.
- Trails and swimming, great family time
- Trails, wildlife
- Trails, wildlife, vegetation
- Upkeep/maintenance of the boat ramps and docks is great. Also the park in general is very clean.
- Very pretty, clear water
- Veterans Lake
- Veterans Lake - shelters - trail around lake. Excellent camp host.
- Visiting and camping
- Visiting our relative who is a seasonal park ranger
- Visiting the lake and Little Niagara
- Visiting with friends and family, hiking and swimming
- Walking
- Walking areas
- Water
- Water
- Water sports
- Water, swimming, short hikes, fishing, and cleanliness of the park
- We live right down the road and love the lake
- We love the campground near water and the natural beauty
- Women in bathing suits
**Question 23b**  
What did your personal group like least about your visit to Chickasaw NRA? (Open-ended)

- A little bit of trash in the water
- All the noise on the weekend
- Always nice
- Ants on the hill and sidewalk
- Auto, flies
- Backing the boat
- Bad roads
- Bathroom accessibility
- Bathroom toilet wasn’t a flushable toilet. More of a port-a-potty toilet.
- Bathrooms
- Bathrooms
- Bathrooms
- Bathrooms at Guy Sandy Boat Ramp
- Better handicapped fishing area
- Big-headed park rangers, cocky attitudes. I know they have a job to do but they should be more friendly.
- Boat dock was damaged
- Boat launch fee
- Bromide Pavilion; because no water was available in it
- Bugs - soft sand spurs
- Busy, no areas to anchor boat away from others
- Camping
- Cigarette butts
- Clean - not crowded
- Cleanliness of restrooms
- Close proximity between campsites
- Closeness of other campsites other campers too loud late at night
- Copperhead snakes
- Crowd swim areas
- Crowded - not enough tables around some swimming areas
- Crowded at Niagara Falls area
- Day area gets crowded
- Dead battery on boat
- Difficult system for buying annual stickers
- Dirty bathrooms
- Distance/travel from home, restroom facilities, limited time at site
- Driving back to town each day for ice and other small things etc. laundry
- Drunk, loud, neighbors
- Everything was nice
- Feral cats
- Going home
- Had to camp at our second choice site due to restrooms were broken at first choice site
Had to drive to Sulphur for more food
Hard to find and restrooms were gross
Heat
Heat
Heat
Heat - came in June
Heat, not more handicap accesses
Hot weather
I love our park - thank you for making it such a beautiful place
Inconsiderate 4 a.m. camp setup with rap music loud
It's all good
It's time to update and remodel the nature center
Jet skis, personal watercraft
Lack of parking near the creek
Lack of response from chamber of commerce
Launch fee
Leaving
Length of stay (too brief)
Like everything
Long walk to the restrooms
Looking for firewood
More patrols to reduce rowdy ones and avoid child abductions
More seating areas on trail
Must travel outside park for gas, etc.
Nature center needs more exhibits, merchandise
Need to have outside showers available
Needs less no waste area by shore
No complaints
No convenience store close
No covered area when it rained. No buoys to tie up to on lake.
No electric hookups
No marina on the lake i.e. restaurant, gas
No ranger at Buckhorn Stations
No services
No showers
No showers
No showers at the north part of the area
No showers in campground bathrooms
No shows and bathroom toilet were a little low for adults and had to haul firewood
No soap in women's restroom
No water fountains
No, we all had a great time
Noise at night and need more shade trees
Noise from night time critters
- Noisy camping neighbors
- Noisy vehicles
- Non-working water at pavilion
- None
- None
- None
- Not anything
- Not catching any fish
- Not catching fish
- Not enough picnic tables
- Not too good, need to have more live animals to learn about
- Nothing
- Nothing
- Nothing
- Nothing in particular
- Nothing really
- Only issue was cell phone connection for business reasons
- Our jug lines being confiscated so drunkards could take over and swim in the cove at the Loop A Buckhorn Campground. The rudeness of the ranger questioning us dumping ice water on the ground.
- Overcrowded picnic area (Little Niagara)
- Overgrown grasses - weeds underbrush need cleared
- People bring dogs (I know they’re part of the family) if not tended well they bark all night
- People not cleaning up after their dogs not on leash
- Personal watercraft and inconsiderate boaters
- Picnic tables in bad shape and grass not mowed
- Port-a-Potties
- Restrooms - need more
- Restrooms were broke in the area where we camped
- Restrooms/showers lacking
- Rocks are slick/hazardous in creeks
- Rocks on beach floor
- Rocky beach areas
- Scorpions
- Seemed to be no fish last couple of years we have visited
- Shared picnic site due to volume of people
- Sharp rocks
- Sick of the jet ski/sea doo, watercrafts trailing behinds our boat
- Sleeping in the tent during thunderstorm - without severe weather info, no signal for phone to obtain weather info
- Some areas had a lot of people
- Some of the trails were overgrown with poison ivy. There were not many RV spots within the park.
- Some of the trash especially in little Niagara area, a lot of poison ivy in little Niagara
- Speeding cars (loud and fast)
- Strong odor in restrooms
Sunburn
Tall grass around picnic area
The bathroom was horrible
The boat permit machine was broken
The dirty bathrooms
The fee to get on the lake
The fishing
The grass was very high at the picnic areas
The harassment by Park Rangers, we are supposed to be supportive of tourists in this area and not run them off!
The heat
The heat on Father's Day
The lack of helpful personnel
The lack of soap in the public bathrooms/restrooms
The restrooms are nasty
The storm that ran us off the lake
The sulphur smell
The trash that other people throw along the water - diapers and beer cans
The use of others' Seadoos. They are very disturbing.
They liked everything
Too many other visitors
Too many ski boats and wake board boats
Too much traffic, comfort stations, too dirty, no showers, litter
Trash in some stream areas
Trash not picked up
Trouble getting permits
Trying to find camping available
Uncut grass
Very limited or non existent access to the lake from the camping areas
Visitor dogs
Watching out for poison ivy, chiggers, and ticks
We liked it all
We loved it all!
When hiking the toilets were far apart
Wish there were more activities
Question 24
If you were a manager planning for the future of Chickasaw NRA, what would your personal group propose? (Open-ended)

- A few more restrooms - the park is fine
- A maximum number of boats
- A playground for small children, the Monkey Tree is getting old
- Access trails down to the lake without getting covered by ticks
- Add showers in the campgrounds
- Add showers, extend visitor center hours, keep all campgrounds open later in the season.
- Adding electricity in the Platt District - for camping
- Additional park personnel - more visibility of park rangers
- An area with a place to workout - simple thing. Pull up bar/step up platform/push up bar and a playground area for kids
- Bathrooms have showers and taller toilets, and more firewood (large pieces) at campsites.
- Better beaches. Buoys to tie up to on water stores or gas.
- Better housekeeping of the park. Encourage visitors to keep the park clean. Day use fees.
- Better ranger attitude toward the public
- Bike rentals
- Bike rentals and kayak rentals some Chickasaw museum/info
- Boat marina
- Boat rental
- Bring back camp hosts, charge to drive into park areas. Quit clearing.
- Bringing the Bromide Pavilion back like it was 1966, the first time we saw it
- Build a convenience store close by
- Building several small and medium size cabins and a park convenience store
- Camping and boating
- Camping area, better management, more full hookups
- Central point to stay at the park
- Clean and protect, get rid of poison ivy
- Clean waterways in flower park better
- Cleaner bathrooms
- Cleaner environment
- Clearing of trails, more cleanup
- Continue to maintain access to such a sanctuary
- Continue current programs
- Customer service training for all of the employees, including those at privately owned business. The store at the boat ramp. Also, all government employees at the visitor center in Sulphur.
- Decrease loud radios on boats and picnic areas
- Definitely need a marina for gas and emergency items, maybe food
- Deny access by jet ski watercraft
- Don't change anything. Just maintain and do upkeep on what is there.
- Don't change much! We love this place.
- Easier to get permits
- Firewood available at campsite (pre-cut)
- Fix bathrooms at Buckhorn Loop B
- Food
- Food and marina
- Full hookups
- Gas and vending on the water
- Gift shop, electric at tent sites
- Handicap fishing pavilion with pathway
- Hiking and camping
- Hire more maintenance personal to keep up with the work load
- Hire Native Americans - the ones that look like Native Americans
- Hire park cops from this area!
- I like the way it is
- I would have more showers available, and a central shore with ice, laundromat, and gas available to campers
- I would have the restroom checked more often, I would have more stuff in the center
- Ice machine at main entrance tend to restrooms more often
- Ice machines
- Install more full hook up sites for RV's
- Just more activities
- Keep it like it is
- Keep it like it is - primitive. Keep the riffraff out!
- Keep it the way it is, natural, clean and special
- Keep the level of recreation the same easy access to swimming, etc. No commercial anything
- Keep up the good work
- Keeping it the way nature intends for it
- Leave it the way it is
- Less access to the campgrounds after dark
- Limit on people at the bigger swimming areas, its dangerous
- Limit the number of large watercraft on the lake
- Look at the maps from the point of view of someone from out of town
- Make sure the water source is protected
- Marina
- Marina
- Marina
- Marina
- Marina
- Marina, restaurants, fuel sites
- Marina with ice, food, snacks, cafe, sno-cones, putt-putt golf, playground for kids
- Marina with restaurant, also ban personal watercraft
- More access to lake
- More advertisement on net, TV, and pamphlet
- More bathrooms and showers for campers
- More buildings, museum stuff.
- More camping and better restrooms
- More camping spaces
- More campsites (electric)
- More disabled parking areas closer to historical waters
- More educational programs to interest both adults and children
- More electric and water spots for RV's. Parking areas.
- More electrical RV sites, put electric sites in the park
- More fish
- More hiking trails in the less developed areas
- More history
- More lighting in the parking areas
- More open space for swimming for kids
- More parking at Guy Sandy
- More picnic tables
- More places to eat
- More places to eat, marina, Marina Creek Food Area
- More public fishing access
- More restricted areas for speed boats and PWC's
- More restroom
- More RV spots with full hookups, nature centers are vital (more animals), cut poison ivy back from trails
- More signs showing where things are never found. Never found Little Niagara.
- More swimming areas
- More swimming areas on campground Buckhorn Loop C
- More walking trails possibly?
- Near picnic area around Guy Sandy Ramp, walking and biking trails around Guy Sandy Ramp Area
- No marina on lake
- Nothing
- Nothing, great place
- Nothing, it was a great visit
- One member in our group said that when she came here 25 years ago the point was all sandy beach. More sand!
- Outlaw the Seadoos
- Park rangers come around more frequently
- Plan ahead
- Playground
- Pool and playground
- Post signs on trails about leash rules and cleaning up after your dog
- Preservation
- Program has visited for three consecutive years and experience is becoming redundant
- Provide easier access to get annual boat stickers at boat docks
- Put a marina on the lake and remove personal motor crafts
- Put in a marina
- Put more stores close to the lakes like this. Have sidewalks, convert steps to reserve the lake.
- Putting sand on beaches, better signage to swim areas
- Putting showers in Rock Creek and Cold Creek Corp grounds and more swimming holes
o Rangers interact on a friendly manner instead of when they think you've done something wrong. Provide annual boat permit stickers at the campsite.

o Recreation activities

o Relax

o Remove feral cats

o Rental chairs

o See before. It would also be nice to see federal funds made available to potential gateway businesses.

o Selling t-shirt in the gift store! We miss the owls in the nature center

o Shaded areas to sit by the water

o Shady campsites

o Showers

o Showers - Buckhorn down to one and not clean - cleaner/newer restroom facilities

o Showers and cleaner bathrooms

o Sit down restaurants, gas on the lake, 4th of July fireworks on the lake!

o Stations to get cold drinks

o Stay at the south area for showers

o Stock lake again and better restroom

o To call off the park ranger and make them stop forcing honest hard working people to feel like criminals.

o To have more time

o Tornado sirens located at every camping area site. Example Buckhorn A/B; C+D

o Trash pick up by employees and volunteer groups maybe make an honorary ranger program to reward volunteers

o Upkeep on all facilities

o Visit to cultural center

o We enjoy our visits as they are

o We missed amphitheater presentation - coming in on Saturday and not knowing about it. Have a mid week too!

o Wi-fi service

o Wouldn't change anything

o Yes

o Zip lines off of Bromide Hill
Question 25

Is there anything else your personal group would like to tell us about your visit to Chickasaw NRA?
(Open-ended)

- About 5 years I have asked rangers to put handicap driveway at Buckhorn Pavilion so a wheelchair can get on the path but nothing has been done yet
- All personnel were friendly and helpful. Restrooms were clean as well as the whole park.
- Arbuckle Lake is a beautiful lake and area with a lot of potential
- As a citizen of the Chickasaw Nation, it is important to me that the land stay protected so it may be enjoyed for generations to come.
- Bathroom at ramps stink
- Beauty of park
- Been coming here my whole life. My grandchildren are 4th generation campers here.
- Been seeing too many feral cats. I know they have to live too! But the birds pay for this!
- Better air circulation at the showers and for the safety of campers there should be tornado sirens
- Better fishing (catching)
- Camp host was helpful and friendly. Enjoyed ourselves and even enjoyed having the four-legged bandits around.
- Chickasaw National Park is very clean and safe. We really enjoy the safety and cleanliness.
- Chickasaw National Recreation Area was very clean. The rangers have always been nice however; I did hear they were giving warnings for people staying in the boat when loading? If so that seems a bit goofy.
- Chickasaw NRA surprised us by how untouched and beautiful the hiking trails and natural surroundings were. We will definitely return!
- Enjoyable
- Enjoyed our visit as we always do. One of my favorite places in the state!
- Enjoyed the NRA very much, very glad we have it. Great being free.
- Everything was great
- Favorite place in Oklahoma to be!
- Five generations in my family have been going there and we absolutely love it! Don't change a thing!
- Fun for all ages
- Glad we visited
- Gorgeous park
- Great job! Well taken care of.
- Great park for families, thanks
- Great place to get away
- Great time
- Had a great trip, look forward to a return visit
- Had a great visit
- Had a wonderful visit
- Have some camping areas without pets! Control number of vehicles parked along loop roads. Maybe have "honey wagon" available for fee to suck out holding tanks.
- I enjoy it tremendously. If my friend did not talk to me about it, I would have not known. I will be back.
- I enjoyed the visit a lot
- We were going to Chickasaw NRA. Sometimes on a daily basis. Walking, biking, camping, it's a beautiful place.
I have visited CNRA all my life, but have seen the harassment of the visitors steadily rise, we should be embracing visitors not pulling them over and writing tickets for everything under the sun!

I love the area bought a lake place. Love it.

I love the park!

I've been visiting this facility since 1979 and do not plan to stop unless I die or the waters dry up!

It is a great place. I used it several days a week. We are lucky to have such a place.

It is a really great place!

It is kept clean and updated boat docks, camp areas

It was a beautiful lake

It was a wonderful day - one of our group is battling breast cancer so the trip was very special for her and all of us - Thanks Kim

It was fun and enjoyable

It was good we love coming out, but the crowdedness is dangerous when you have small children

It was great. Unfortunately there was no covered shelter, however we were already wet from watersports.

It's always a good time - I love that it is alcohol free - better for families

Junior Ranger Program is a great service! Keep up the good work!

Just wish restrooms were cleaner. I wouldn't let my kids use them they were so nasty.

Keep up the good work

Keep up the good work!

Lake was very clean. No trash to be seen.

Later in day had trouble with boats coming too close to kids swimming and skiing

Love it

Love the lake, lots of family fun!

Love the park and area. Private.

Love this lake better than any other place in Oklahoma. If I am not at work, I am at the park walking or swimming.

Loved it and will return

Loved our time there! Thank you for all your hard work!

Make bathrooms in the hiking areas

Many in our family were raised in Sulphur, OK and we have our reunions there

My husband and his family have been coming here for reunions and picnics since the 1950's. My husband and I took our children here from 1971 to present and they are grown now! We love it! Much better than amusement parks. A great national park.

Need a better system of dispensing annual stickers. Getting from boat rental is better than it was before.

Need large sign showing all the trails and places to go (the you are here signs). Maybe drinking fountains, more benches near swimming areas.

Need rangers to inspect trails more often for leash rules for dogs and dogs on trail behind nature center

Needs to be physically managed better - need more attention to vegetation

Nice park, well-maintained except bathroom at Niagara Swim Hole

Nice place to visit

No, it's a wonderful place to visit and my family and I go a lot. The ants on the sidewalk leading to the hill down to the sand across the bridge to the water. Those ants are very bad and it needs to be taken care of.
o Noticed additional picnic tables this year, please provide more cooking amenities. Recommend posting a schedule of events/activities available in public spaces. Showers - our kids stink traveling 70 miles home.

o Our family had a wonderful time and will do it again

o Park is always very clean and well kept

o Park rangers need to patrol areas with families more. Too many. People throw their kids dirty diapers all around the lake and bushes. Nasty! Also friendliness is important. Some park people are so hostile and bored looking. Smile!

o Parking space very limited

o Please have a store and bait shop and more showers

o Really enjoyed our stay. Beautiful!

o Restroom/shower cleanliness, noise control at Cold Springs. Would love to have ranger on duty at entrance to Cold Springs - like the old days!

o Shower in camp areas. Great!

o Stayed at Buckhorn loop D as we have for years now. Camp host was great. She does a great job and very friendly.

o Teacher who shared questionnaire was very pleasant

o Thank you

o The CNRA has gone downhill over the last few years in appearance and cleanliness of facilities. Park rangers don't seem to be friendly.

o The lake is very well kept. Restrooms were extremely clean.

o The patrol needs to patrol more maybe on foot so they can catch the scary loud drunks!

o The tenants that were in this location when we arrived had 3 large dogs that had dug depressions to lie in. We had to fill these to keep from tripping. They had also not cleaned up the dogs' waste, so it was stinky. I would like to see a camping area for popups, RV's within view of the lake. The restroom doesn't need to have all of the showers handicapped-accessible. More showers need to be installed so there is not a long wait in the evenings. There needs to be some system for check-in when you've made reservations online. Someone was in our spot, the camp host was not available. We could not locate any park personnel. Drove into Sulphur and went to visitor center. That lady wasn't helpful either. Very frustrating experience for a first-time visitor.

o There needs to be better enforcement of the rules especially open exhaust on boats

o This has been a relaxing, enjoyable place to visit for many years. I hope it stays the same.

o This is a great lake and national park and an asset to our community, keep up the good work!

o This is our favorite place in OK! We love the trails, the water, the nature center.

o This is our favorite place to go hiking; keep up the good work

o This is the best place for camping in the state. NPS does a great job maintaining it.

o Trip was pleasant.

o Very beautiful

o Very clean! Boat rental would have been a help.

o Very enjoyable stay, nice facilities

o Very nice

o Veterans Lake needs more shoreline for fishing near the picnic area. Too many trees removed.

o Visiting family and this way a way to enjoy each other and learn something and enjoy the grounds of the Chickasaw nation. Great experience, thanks for keeping all aspects of the grounds and buildings. Felt very welcome.

o Was a lovely camping area and our family's favorite vacation site

o Water is very cold!
We are always treated well. We walk, eat, visit, and take our friends to park to show off its beauty. All very good. A very good place to bring your family and friends. We like to show what we have in Sulphur. We visit often to encourage others to visit the park.

We enjoy coming there. We come every year, we are there with friends and family to enjoy the scenery and nature and to swim in the cold water.

We enjoy spending time there... beautiful!

We enjoy the lake and have for the past 20 years.

We enjoyed everything and will visit again.

We enjoyed the park.

We enjoyed the visit. Pretty scenery.

We felt the interpreter was informative, patient, and interesting - a fantastic resource for the boys.

We go every year and we love it.

We had a breakdown on our motorhome after trying to hook up our equipment for the trip home. The ranger was nice but it was insulting when he informed us that we couldn't camp in the parking lot of the boat ramp after we told him we were broke down and needed time to get the replacement part installed and get the van and boat hooked back up behind the motorhome. We had just spent 12 days in the park for the 45th year of visiting the park and we know there are designated campgrounds.

We had a good visit.

We had a great time and plan to keep coming back. It's better than the lake here at home.

We had a really great day. Will be back in September for a reunion. Wish there was a playground with slides, swings, etc. for the small children.

We had a wonderful time. It was the first time in 35 years that I've seen it. I was very impressed by all the work on park, campsites, roads, and hiking trails!

We had fun.

We had the best weekend ever!

We have always taken vacations at Platt since 1960. So we have seen many changes but we are seeing the pristine nature being destroyed.

We have an RV and would like to camp in Platt National Park but there are no facilities. In my youth I camped in tent in CRNA.

We have been coming for years to this lake and the only issue we had is with jet ski/Skidoo riders - they are dangerous!

We hope the park stays in the national park system. We camp at least once a year and enjoy the area very much.

We live about 30 miles away but we come to Chickasaw NRA for the beauty of the park. My husband actually drinks the water!

We love coming here every year as our family vacation! The people are helpful (camp host) and kind. They are spread thin. This past time our site needed us to clean up before we even set up our tent. Usually it's clean but this last time it wasn't.

We love coming here. We bring out dogs. They love it here as well.

We love it, down there you guys!

We love Platt Park. We have been going there for 40 years.

We love Sulphur.

We love the Chickasaw National Recreation Area (All of it)! And your park does a great job. For over 8 years every ranger, worker, etc. are great! Recommend to everyone.

We love the park - our wedding photos were taken throughout the park so it will always be a very special place to us. Please keep it a beautiful gem for generations to come!

We love the park and lake. I have been coming for forty years and bringing my family for 17 years.
- We love this park and come as often as we can
- We loved it and are planning many more trips, including using Junior Ranger Program for grandkids
- We loved it. Other than the restroom.
- We were overall very happy with the area
- We will be back many times! Love the area.
- Yes; the guardian do allow that owner’s dogs take it the pets into the water, but not all animals are healthy
- You will be eaten alive by chiggers at the Buckhorn Beach
Appendix 1: The Questionnaire
Dear Visitor:

Thank you for participating in this study. Our goal is to learn about the expectations, opinions, and interests of visitors to Chickasaw National Recreation Area. This information will assist us in our efforts to better manage this park and to serve you.

This questionnaire is only being given to a select number of visitors, so your participation is very important! It should only take about 20 minutes to complete.

When your visit is over, please complete this questionnaire. Seal it in the postage paid envelope provided and drop it in any U.S. mailbox.

If you have any questions, please contact Lena Le, VSP Assistant Director, Park Studies Unit, College of Natural Resources, P.O. Box 441139, University of Idaho, Moscow, Idaho 83844-1139, phone: 208-885-2585, email: lenale@uidaho.edu.

We appreciate your help.

Sincerely,

Bruce Noble
Superintendent

June 2012
DIRECTIONS

At the end of your visit:

1. Please have the selected individual (at least 16 years old) complete this questionnaire.

2. Answer the questions carefully since each question is different.

3. For questions that use circles (O), please mark your answer by filling in the circle with black or blue ink. Please do not use pencil.

   Like this: ●  Not like this: ☒ ☒ ☒ ☒

4. Seal it in the postage-paid envelope provided.

5. Drop it in a U.S. mailbox.

Paperwork Reduction Act Statement: The Paperwork Reduction Act requires us to tell you why we are collecting this information, how we will use it, and whether or not you have to respond. This information will be used by the National Park Service as authorized by 16 U.S.C. 1a-7. We will use this information to evaluate visitor services managed at Chickasaw National Recreation Area. Your response is voluntary. Your name and contact information have been requested for follow-up mailing purposes only. When analysis of the questionnaire is completed, all name and address files will be destroyed and will in no way be connected with the results of this survey. A Federal agency may not conduct or sponsor, and you are not required to respond to, a collection of information unless it displays a currently valid OMB Control Number. We estimate that it will take about 20 minutes to complete this. You may send comments concerning the burden estimates or any aspect of this information collection to: Lena Le, Visitor Services Project, College of Natural Resources, University of Idaho, P.O. Box 441139, Moscow, ID, 83844-1139; lenale@uidaho.edu (email).

Your Visit To Chickasaw National Recreation Area

NOTE: In this questionnaire, your personal group is defined as anyone with whom you are visiting the park, such as a spouse, family, friends, etc. This does not include the larger group that you might be traveling with, such as a school, church, scout, or tour group.

1. Prior to this visit, was anyone in your personal group aware that Chickasaw NRA is a unit of the National Park System?
   ○ Yes  ○ No

2. a) Were all members in your personal group residents of the Chickasaw NRA area (within 50 miles of the park)?
   ○ No  ○ Yes  ➔ Go to Question 3

   b) Was visiting Chickasaw NRA the primary reason that nonresident members in your personal group came to the area (within 50 miles of the park)?
   ○ No  ○ Yes

   c) For nonresident members in your personal group, what was the method of transportation used to travel most of the distance from home to the Chickasaw NRA area (within 50 miles of the park)? Please mark (●) one.
   ○ Car  ○ Motorcycle  ○ SUV/truck/van
   ○ Motorhome  ○ Airplane
   ○ Other (Please specify) __________________________

3. a) For you only, if you had been unable to visit Chickasaw NRA on this trip, would you have visited at another time?
   ○ No, unlikely  ○ Yes, likely  ➔ Go to Question 4

   b) If NO, what would you have done with the time you spent on this trip? Please mark (●) one.
   ○ Gone somewhere else  ➔ Distance from home __________________________
   – OR – Location __________________________ (Place, city, & state)
   ○ Vacationed at home
   ○ Gone to work at my regular job
   ○ Not sure/none of these
4. How long did your personal group spend visiting Chickasaw NRA? Please list partial hours/days as ¼, ½, ¾.
   - Number of hours if less than 24 hours
   - OR -
   - Number of days if 24 hours or more

5. a) On this visit, in which activities did your personal group participate within Chickasaw NRA? Please mark (•) all that apply in column (a).
   
   b) If you were to visit the park in the future, in which activities would your personal group prefer to participate within the park? Please mark (•) all that apply in column (b).

<table>
<thead>
<tr>
<th>a) This visit</th>
<th>b) Future visit</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>O</td>
<td>O</td>
<td>Attending ranger-led talks/programs</td>
</tr>
<tr>
<td>O</td>
<td>O</td>
<td>Biking</td>
</tr>
<tr>
<td>O</td>
<td>O</td>
<td>Boating</td>
</tr>
<tr>
<td>O</td>
<td>O</td>
<td>Camping</td>
</tr>
<tr>
<td>O</td>
<td>O</td>
<td>Creative arts (photography/drawing/painting/writing)</td>
</tr>
<tr>
<td>O</td>
<td>O</td>
<td>Family reunion</td>
</tr>
<tr>
<td>O</td>
<td>O</td>
<td>Fishing</td>
</tr>
<tr>
<td>O</td>
<td>O</td>
<td>Hunting</td>
</tr>
<tr>
<td>O</td>
<td>O</td>
<td>Junior Ranger program</td>
</tr>
<tr>
<td>O</td>
<td>O</td>
<td>Nature study (birdwatching, wildlife viewing, stargazing, etc.)</td>
</tr>
<tr>
<td>O</td>
<td>O</td>
<td>Picnicking</td>
</tr>
<tr>
<td>O</td>
<td>O</td>
<td>Swimming</td>
</tr>
<tr>
<td>O</td>
<td>O</td>
<td>Walking/hiking</td>
</tr>
<tr>
<td>O</td>
<td>O</td>
<td>Waterskiing</td>
</tr>
<tr>
<td>O</td>
<td>n/a</td>
<td>Other – this visit (Specify)</td>
</tr>
<tr>
<td>n/a</td>
<td>O</td>
<td>Other – future visit (Specify)</td>
</tr>
</tbody>
</table>

c) Which one of the above activities was the primary reason your personal group visited Chickasaw NRA on this visit? Please list one.

6. a) On this trip, did anyone in your personal group stay overnight away from their permanent residence either inside Chickasaw NRA or in the nearby area (within 50 miles of the park)?
   - Yes
   - No ➔ Go to Question 7

   b) If YES, how many nights were spent in Chickasaw NRA and the area within 50 miles of the park. If you did not stay overnight in the park or area, please write "0."

   - Number of nights inside Chickasaw NRA
   - Number of nights outside the park in the area

6. c) & d) In which types of accommodations did your personal group spend the night(s) in Chickasaw NRA or in the area within 50 miles of the park? Please mark (•) all that apply.

<table>
<thead>
<tr>
<th>c) Inside park</th>
<th>d) Outside park (within 50 miles)</th>
<th>Accommodation</th>
</tr>
</thead>
<tbody>
<tr>
<td>O</td>
<td>O</td>
<td>Lodge, hotel, motel, vacation rental, B&amp;B, etc.</td>
</tr>
<tr>
<td>O</td>
<td>O</td>
<td>RV/trailer camping</td>
</tr>
<tr>
<td>O</td>
<td>O</td>
<td>Tent camping in developed campground</td>
</tr>
<tr>
<td>n/a</td>
<td>O</td>
<td>Personal seasonal residence</td>
</tr>
<tr>
<td>n/a</td>
<td>O</td>
<td>Residence of friends or relatives</td>
</tr>
<tr>
<td>O</td>
<td>n/a</td>
<td>Other (Specify)</td>
</tr>
<tr>
<td>n/a</td>
<td>O</td>
<td>Other (Specify)</td>
</tr>
</tbody>
</table>

7. a) Which services, specifically related to this park visit, did your personal group use in the "gateway" communities of Sulphur, Davis, Ada, and Ardmore? Please mark (•) all that apply.

   - Did not use any services ➔ Go to part 7c
   - Obtain information about Chickasaw NRA
   - Obtain other travel/tourism information
   - Stay overnight in a hotel, motel, etc.
   - Stay overnight in a RV park/campground
   - Buy gasoline
   - Eat a meal
   - Shop
   - Other (Please specify)
b) Do you have any comments about the above services?

<table>
<thead>
<tr>
<th>Service (List)</th>
<th>Comment (Please be specific)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td></td>
</tr>
</tbody>
</table>

8. It is the National Park Service's responsibility to protect Chickasaw NRA's natural, scenic, and cultural resources while at the same time providing for public enjoyment. How important is protection of the following park resources/attributes to your personal group? Please mark (•) one answer for each resource/attribute.

<table>
<thead>
<tr>
<th>Resource/attribute</th>
<th>Not at all important</th>
<th>Slightly important</th>
<th>Moderately important</th>
<th>Very important</th>
<th>Extremely important</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clean air (visibility)</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>Clean water</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>Dark starry night sky</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>Educational opportunities</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>Endangered species</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>Historic sites and buildings</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>Native plants</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
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<tr>
<td>Native wildlife</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>Natural quiet/sounds of nature</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>American Indian culture</td>
<td>O</td>
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<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>Recreational opportunities</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>Solitude</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
</tbody>
</table>

9. What was your personal group's primary destination on this trip?
   - Chickasaw NRA - OR - Location ____________________________ (Place, city, & state)

10. a) On this visit, did your personal group drive a recreational vehicle to Chickasaw NRA?
   - Yes
   - No → Go to part c of this question

b) If YES, how long was it? ______ Number of feet
c) On this visit, was anyone in your personal group in a vehicle or recreational vehicle pulling a trailer or another vehicle?

☐ Yes  ☐ No ➔ Go to Question 11

d) If YES, how long was the vehicle in tow? _____ Number of feet

11. For this visit, please mark (●) all the sites your personal group visited at Chickasaw NRA. Use the map on the previous page to help you locate the areas you visited.

<table>
<thead>
<tr>
<th>a)</th>
<th>b) Arbuckle District</th>
</tr>
</thead>
<tbody>
<tr>
<td>O</td>
<td>Buffalo Springs</td>
</tr>
<tr>
<td>O</td>
<td>Antelope Springs</td>
</tr>
<tr>
<td>O</td>
<td>Little Niagara</td>
</tr>
<tr>
<td>O</td>
<td>Travertine Nature Center</td>
</tr>
<tr>
<td>O</td>
<td>Pavilion Springs</td>
</tr>
<tr>
<td>O</td>
<td>Black Sulphur Springs</td>
</tr>
<tr>
<td>O</td>
<td>Bison Pasture</td>
</tr>
<tr>
<td>O</td>
<td>Veterans Lake</td>
</tr>
<tr>
<td>O</td>
<td>Historic buildings</td>
</tr>
<tr>
<td>O</td>
<td>Ranger stations</td>
</tr>
<tr>
<td>O</td>
<td>Picnic areas</td>
</tr>
<tr>
<td>O</td>
<td>Swimming areas without lifeguards</td>
</tr>
<tr>
<td>O</td>
<td>Boat launches</td>
</tr>
<tr>
<td>O</td>
<td>Hiking trails</td>
</tr>
<tr>
<td>O</td>
<td>Campgrounds</td>
</tr>
<tr>
<td>O</td>
<td>Other (Please specify below)</td>
</tr>
</tbody>
</table>

12. a) Please mark (●) all the information services and facilities that your personal group used at Chickasaw NRA during this visit.

b) For only those services and facilities that your personal group used, please rate their importance to your visit from 1-5.

c) For only those services and facilities that your personal group used, please rate their quality from 1-5.

<table>
<thead>
<tr>
<th>a) Information service/facility used</th>
<th>b) If used, how important?</th>
<th>c) If used, what quality?</th>
</tr>
</thead>
<tbody>
<tr>
<td>O Assistance from park staff</td>
<td>1=Not at all important</td>
<td>1=Very poor</td>
</tr>
<tr>
<td>O Junior Ranger program</td>
<td>2=Slightly important</td>
<td>2=Poor</td>
</tr>
<tr>
<td>O Nature Center living exhibits</td>
<td>3=Moderately important</td>
<td>3=Average</td>
</tr>
<tr>
<td>O Nature Center exhibits (other than living)</td>
<td>4=Very important</td>
<td>4=Good</td>
</tr>
<tr>
<td>O Nature Center information desk</td>
<td></td>
<td>5=Extremely important</td>
</tr>
<tr>
<td>O Nature Center sales items (selection, price, etc.)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>O Park brochure/map</td>
<td></td>
<td></td>
</tr>
<tr>
<td>O Park website: <a href="http://www.nps.gov/chic">www.nps.gov/chic</a> (used before or during visit)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>O Ranger-led tours/programs</td>
<td></td>
<td></td>
</tr>
<tr>
<td>O Roving rangers</td>
<td></td>
<td></td>
</tr>
<tr>
<td>O Self-guided trail brochures/booklets</td>
<td></td>
<td></td>
</tr>
<tr>
<td>O Trailhead bulletin boards/signs</td>
<td></td>
<td></td>
</tr>
<tr>
<td>O Trailside/roadside exhibits</td>
<td></td>
<td></td>
</tr>
<tr>
<td>O Videos/films</td>
<td></td>
<td></td>
</tr>
<tr>
<td>O Visitor information station at Sulphur Chamber of Commerce</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
13. a) Please mark (•) all the visitor services and facilities that your personal group used at Chickasaw NRA during this visit.

b) For only those services and facilities that your personal group used, please rate their importance to your visit from 1-5.

c) For only those services and facilities that your personal group used, please rate their quality from 1-5.

<table>
<thead>
<tr>
<th>a) Visitor service/facility used</th>
<th>b) If used, how important?</th>
<th>c) If used, what quality?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Access for disabled persons</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Boat launches</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Campgrounds</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Day use areas</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Directional signs (in park)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Directional signs (outside park)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hiking/biking trails</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Parking</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Park overlooks/scenic views</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Picnic areas</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Portable toilets/pit toilets</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ranger stations</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Restrooms</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

14. Overall, how would you rate the quality of the facilities, services, and recreational opportunities provided to your personal group at Chickasaw NRA during this visit? Please mark (•) one.

Very poor   Poor   Average   Good   Very good

15. When visiting an area such as Chickasaw NRA, what language(s) do most members of your personal group prefer to use for the following?

a) Speaking  
   - English  
   - Other (Specify) ____________

b) Reading  
   - English  
   - Other (Specify) ____________

c) In your opinion, what services in the park need to be provided in languages other than English? Please specify a service or mark (•) "None."

   - Service (Specify) ____________ - OR -  
   - None

16. For your personal group, please estimate expenditures for the items listed below for this visit to Chickasaw NRA and the surrounding area (within 50 miles of the park). Please write "0" if no money was spent in a particular category.

a) Inside park
b) Outside park

**EXPENDITURES**

<table>
<thead>
<tr>
<th>Category</th>
<th>a) Inside park</th>
<th>b) Outside park</th>
</tr>
</thead>
<tbody>
<tr>
<td>Did not spend any money</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>Lodge, hotel, motel, cabin, B&amp;B, etc.</td>
<td>n/a</td>
<td>$ ____________</td>
</tr>
<tr>
<td>Camping fees and charges</td>
<td>$ ____________</td>
<td>$ _________</td>
</tr>
<tr>
<td>Guide fees and charges</td>
<td>n/a</td>
<td>$ _________</td>
</tr>
<tr>
<td>Restaurants and bars</td>
<td>$ ____________</td>
<td>$ _________</td>
</tr>
<tr>
<td>Groceries and takeout food</td>
<td>$ ____________</td>
<td>$ _________</td>
</tr>
<tr>
<td>Gas and oil (auto, RV, boat, etc.)</td>
<td>n/a</td>
<td>$ _________</td>
</tr>
<tr>
<td>Other transportation expenses (rental cars, taxis, auto repairs, but NOT airfare)</td>
<td>n/a</td>
<td>$ _________</td>
</tr>
<tr>
<td>Boat, kayak, canoe rental &amp; launch fees</td>
<td>$ ____________</td>
<td>$ _________</td>
</tr>
<tr>
<td>Admission, recreation, entertainment fees</td>
<td>$ ____________</td>
<td>$ _________</td>
</tr>
<tr>
<td>All other expenditures (souvenirs, books, postcards, sporting goods, clothing, donations, etc.)</td>
<td>$ ____________</td>
<td>$ _________</td>
</tr>
</tbody>
</table>

c) How many people do the above expenses cover?

   - Adults (18 years or over)  ________
   - Children (under 18 years)  ________

   Please write "0" if no children were covered by expenditures.
17. If you were to visit Chickasaw NRA in the future, which commercial services would your personal group like to have available? Please mark (●) all that apply.

- Not interested in using commercial services ➔ Go to Question 18
- Bait/tackle shop
- Camper store
- Bike rentals
- Horseback riding
- Boat tours
- Motorboat rental
- Cabin or lodge
- Sit-down restaurant
- Small boat rental (canoe/kayak)
- Takeout food service
- Marina services (gas, oil, boating supplies)
- Other (Please specify)

18. If you were to visit in the future, which subjects would your personal group prefer to learn about at Chickasaw NRA? Please mark (●) all that apply.

- Not interested in learning about park ➔ Go to Question 19
- Civilian Conservation Corps
- Geology
- Native American heritage
- Recreational opportunities
- Natural history/ecology
- Water resources
- Conservation and environmental stewardship
- Other (Please specify)

19. On this visit, was your personal group part of the following types of organized groups? Please mark (●) one for each.

- Commercial guided tour group
- Yes
- No
- School/educational group
- Yes
- No
- Other (Please specify below)
- Yes
- No

20. On this visit, which type of personal group (not guided tour/school/other organized group) were you with? Please mark (●) only one.

- Alone
- Friends
- Family
- Family and friends
- Other (Please specify)

b) On this visit, how many people were in your personal group, including yourself?

- Number of people in personal group

c) On this visit, how many vehicles did your personal group use to arrive at the park? Please write “0” if you did not arrive by vehicle.

- Number of vehicles

d) On this visit, how many times did your personal group enter Chickasaw NRA during your stay in the area (within 50 miles of the park)?

- Number of entries

21. For your personal group on this visit, please provide the following. (If you do not know the answer, please leave it blank).

<table>
<thead>
<tr>
<th>Gender</th>
<th>Current Name or Country</th>
<th>U.S. Zip Code</th>
<th>Number of visits to this park including this visit</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Past 12 months</td>
<td>Lifetime (Please circle one)</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Yourself</th>
<th>1 2-10 11-20 21 or more</th>
</tr>
</thead>
<tbody>
<tr>
<td>Member #2</td>
<td>1 2-10 11-20 21 or more</td>
</tr>
<tr>
<td>Member #3</td>
<td>1 2-10 11-20 21 or more</td>
</tr>
<tr>
<td>Member #4</td>
<td>1 2-10 11-20 21 or more</td>
</tr>
<tr>
<td>Member #5</td>
<td>1 2-10 11-20 21 or more</td>
</tr>
<tr>
<td>Member #6</td>
<td>1 2-10 11-20 21 or more</td>
</tr>
<tr>
<td>Member #7</td>
<td>1 2-10 11-20 21 or more</td>
</tr>
</tbody>
</table>
22. a) For you only, which category best represents your annual household income? Please mark (●) only one.

O Less than $24,999  O $50,000-$74,999  O $150,000-$199,999
O $25,000-$34,999  O $75,000-$99,999  O $200,000 or more
O $35,000-$49,999  O $100,000-$149,999  O Do not wish to answer

b) How many people are in your household? _______ Number of people

c) How much income did your household forgone to make this trip (due to taking unpaid time off from work)?

O None - OR - Enter the amount forgone $ __________

23. a) What did your personal group like most about your visit to Chickasaw NRA?

________________________________________________________________________

b) What did your personal group like least about your visit to Chickasaw NRA?

________________________________________________________________________

24. If you were a manager planning for the future of Chickasaw NRA what would your personal group propose?

________________________________________________________________________

25. Is there anything else your personal group would like to tell us about your visit to Chickasaw NRA?

________________________________________________________________________

Thank you for your help! Please seal the questionnaire in the postage-paid envelope provided and drop it in any U.S. mailbox.
Appendix 2: Additional Analysis

The Visitor Services Project (VSP) offers the opportunity to learn from VSP visitor study data through additional analysis. Two-way and three-way cross tabulations can be made with any questions.

Below are some examples of the types of cross tabulations that can be requested. To make a request, please use the contact information below, and include your name, address and phone number in the request.

1. What proportion of family groups with children attend interpretive programs?
2. Is there a correlation between visitors’ ages and their preferred sources of information about the park?
3. Are highly satisfied visitors more likely to return for a future visit?
4. How many international visitors participate in hiking?
5. What ages of visitors would use the park website as a source of information on a future visit?
6. Is there a correlation between visitor groups’ rating of the overall quality of their park experience and their ratings of individual services and facilities?
7. Do larger visitor groups (e.g., four or more) participate in different activities than smaller groups?
8. Do frequent visitors rate the overall quality of their park experiences differently than less frequent visitors?

The VSP database website (http://vsp.uidaho.edu) allows data searches for comparisons of data from one or more parks.

For more information please contact:

Visitor Services Project
Park Studies Unit
College of Natural Resources
University of Idaho
875 Perimeter Drive MS 1139
Moscow, ID 83843-1139

Phone: 208-885-2585
Fax: 208-885-4261
Email: lenale@uidaho.edu
Website: http://www.psu.uidaho.edu
Appendix 3: Decision Rules for Checking Non-response Bias

There are several methods for checking non-response bias. However, the most common way is to use some demographic indicators to compare between respondents and non-respondents (Dey 1997; Salant and Dillman 1994; Dillman and Carley-Baxter 2000; Dillman, 2007; Stoop 2004). In this study, we used five variable group type, group size, age of the group member (at least 16 years old) completing the survey, whether the park was the primary destination for the visit, and visitor’s place of residence proximity to the park to check for non-response bias.

A Chi-square tests were used to detect the difference in the response rates among different group types, whether the park was the primary destination for this visit, and visitor’s place of residence and proximity to the park. The hypothesis was that there is no significant difference across different categories (or groups) between respondents and non-respondents. If the p-value is greater than 0.05, the difference between respondents and non-respondents is judged to be insignificant.

Two independent-sample T-tests were used to test the differences between respondent’s and non-respondent’s average age and group size. The p-values represent the significance levels of these tests. If p-value is greater than 0.05, the two groups are judged to be insignificantly different.

Therefore, the hypotheses for checking non-response bias are:

1. Respondents from different group types are equally represented
2. Respondents and non-respondents are not significantly different in terms of proximity from their home to the park
3. Respondents and non-respondents are not significantly different in terms of reason for visiting the park
4. Average age of respondents – average age of non-respondents = 0
5. Average group size of respondents – average group size of non-respondents = 0

As shown in Tables 3 to 6, the p-values for respondent/non-respondent comparisons for age and group type are less than 0.05, indicating significant differences between respondents and non-respondents. The results indicate some biases occurred due to nonresponse. Visitors at younger age ranges (especially 40 and younger), and visitors traveling with friends were underrepresented in the survey results. The differences, however, were not found in other variables. Results of the study in this report only reflect the simple frequencies. Inferences of the survey results should be weighted to counter balance the effects of non-response bias.
References


The Department of the Interior protects and manages the nation’s natural resources and cultural heritage; provides scientific and other information about those resources; and honors its special responsibilities to American Indians, Alaska Natives, and affiliated Island Communities.

NPS 107/120492, April 2013
National Park Service
U.S. Department of the Interior

Natural Resource Stewardship and Science

Natural Resource Stewardship and Science
1201 Oakridge Drive, Suite 150
Fort Collins, CO 80525

www.nature.nps.gov

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